

# *The* **REPORTER** *of Direct Mail Advertising*

FEBRUARY 1953



**New Faces For D. M. A. A. . .** see page 15



Planning to order business stationery? For all office purposes, there is a Mead Paper made especially to meet your needs: MEAD BOND, watermarked, for letterheads and envelopes; mimeo, duplicator and ledger for reports, price lists, bulletins, and all other business

forms; MOISTRITE BOND, the economy grade, for inter-office forms and many utility uses.

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This advertisement, in full color in *Time* and *Business Week*, helps you.

# The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

Editorial and Business Offices

53 Hilton Ave., Garden City, N. Y.

Phone GARden City 7-1837

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Number 10

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THE ONLY MAGAZINE DEVOTED  
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.



## They're getting MORE readership with PLASTIPLATES...so can you!

More and more advertisers find that Remington Rand Direct Image and Photographic Plastiplates give them direct mail that is brilliantly "alive"...sales messages that fairly "leap" from the printed piece...landing with strong impact on prospect after prospect! All this, at important savings to the advertiser!

When you print with Plastiplates, you have a right to expect outstanding results. After all, Plastiplates' no-grain plastic surface makes them *the nearest thing to stone lithography for direct mail use today*. On each and every printed piece, Plastiplates assure faithful reproduction of every detail...capturing the *whole* of a line image...*all* the dots in a halftone.

Printers welcome Plastiplates, because they are simple to process, self-cleaning and easily filed for excellent re-runs!

To convince yourself of Plastiplates' superiority, make a **FREE TRIAL** right now! We will gladly furnish you or your printer with **3 FREE PLASTIPLATES** so you can compare results.

**Remington Rand**

Remington Rand, Room 2636, 315 Fourth Ave., New York 10, N. Y.

•	Please send me 3 FREE Plastiplates	<input type="checkbox"/>	Direct Image	<input type="checkbox"/>	Photographic
•	My duplicator is a	Model No. _____			
•	I use a	typewriter with a <input type="checkbox"/> Fabric <input type="checkbox"/> Carbon Paper Ribbon.			
•	Please send FREE folder on	<input type="checkbox"/>	Plastiplates (DS 62)	<input type="checkbox"/>	Plastiphoter (DS 72)
•	Name _____				
•	Firm _____				
•	Address _____				
•	City _____	Zone _____	State _____		

America  
does business on  
**NEKOOSA  
BOND**

For distinctive appearance, durability and the prestige of a famous watermark, specify Nekoosa Bond for your letterheads, envelopes and business forms. Nekoosa Bond comes in white, blue, buff, pink, ivory, green, canary, goldenrod, gray, salmon, russet and cherry . . . a color for every form, every printing requirement. Ask your printer to show you samples!

Nekoosa-Edwards  
Paper Company,  
Port Edwards, Wis.

**BOND**  
*Nekoosa*  
MADE IN U. S. A.



## Short Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 53 Hilton Avenue, Garden City, New York.

PLEASE READ carefully the articles on pages 15 and 24. Show progress being made in organized direct mail activities. Watch out, too, for March Reporter. Will contain complete report on most amazing direct mail campaign ever conducted. New readers note: This Short Notes Department should be read with pencil in hand. Check items you (or your secretary) should do something about . . . like ask for information or samples. That's how you'll get your money's worth (and more) out of The Reporter.

and the Government Departments to keep the mails clean. (See page 28)



□ SEVERAL KICKS have been received by this reporter about the slowness on the part of list renters in paying for the services. It seems like some list renters take from 60 to 100 days to pay for services received. We have submitted the kicks to the National Council of List Brokers. There should be some general agreement that work of this kind should be paid for in not more than 30 days. The list brokers could simply refuse to service accounts which were delinquent beyond the 30-day period.



□ BADVERTISING is a name coined by the Chicago Better Business Bureau and it's a pretty good term to label the kind of stuff put out by people who try to delude the public. "Baitvertising" is another CBBB term . . . for the kind of stuff which uses a simple sounding bait to get a prospect interested and then sell them something else. We make this recommendation to all readers of The Reporter: Get in touch with your local BBB. Ask to be placed on the mailing list to receive their bulletin. Pay for it if necessary. This reporter is on the mailing list of nearly every local BBB in the country. We read their bulletins thoroughly. That's how we keep up to date on the frauds. Sorry to say many of the frauds are connected with the use of the mail. Every user of the mail should know what's going on. Should know the stuff that is irritating the public . . . lessening respect for appeals made through the mails. It's important for all of us to help the BBBs

□ WATCH OUT FOR OFFERS of combination mailings. Seems like several organizations are promoting these operations even though the idea was in disrepute twenty or more years ago. The stunt is to offer you a part in a bulk mailing. Your circular will be placed in an envelope along with circulars of many other organizations. You pay a "modest fee" of \$15 per thousand, which represents the cost of postage alone on a mailing of your own. Offer sounds attractive . . . but the whole idea violates the real purpose of direct mail, which is selective selling. With the exception of combined coupon premium offers, we have never seen one of these combined mailings pay out. And you have no check on whether the promoters actually mail the pieces you contract for. The Post Office frowns on the idea but can't do anything about it unless the promoters use first class mail. It's against the law for any firm to combine first class mailings in order to avoid the payment of higher postage.



□ OKLAHOMA A AND M COLLEGE will play host to the Seventh Annual Industrial Editors Course when it gets underway next month (March 23rd to 28th). The project is jointly sponsored by the college and The Society of Associated Industrial Editors. It provides editors six days of organized instruction on magazine production . . . with sessions being held on the Oklahoma A and M campus at Stillwater, Oklahoma. Leading specialists in all fields of magazine production will head the instruction staff. Among them is W. J. van Wormer, Jr., Creative Dept. of McCormick-Armstrong Company, Wichita, Kansas, who'll handle the study session on layout and production; and J. I. Pettit, Editor of International-Harvester (Chicago) magazines. He'll conduct the editorial session. The program promises to be another important part of the parade of direct mail and h. m. education . . . Reser-

## The inside story of the list business #6

It occurs to us that very little if anything has appeared in print that is helpful to the list owner. Since everyone who uses the mail in his selling operation has a list, and most of them rent it, this seems like quite an oversight by the dispensers of advice. There are ways of getting the maximum revenue from the rental and of making the operation run more smoothly. So if you don't mind getting advice from us, please read on.

There is no such thing as a "virgin" list. Everyone of your names will appear somewhere else — the telephone directory, city directories, vital statistics, auto license bureaus, social registers, Poor's Directory of Directors, Dun & Bradstreet or on dozens of other rented lists. So set a fair rental rate. If you really want revenue from your list, keep the rate normal. Two rentals at \$15.00 a thousand are better than one at \$20.00 a thousand.

You have a perfect right to okay any mailing which goes out over your list. We try not to recommend lists of competitors to each other without checking first. Some list owners don't mind slight competition, however, because the revenue from the rental usually outweighs any possible loss of business from a few customers, especially if the unit of sale is a small one. You can also gain considerably by making exchanges with other mailers in your field. We help many mailers to get together and save money on swaps.

If you are the fortunate possessor of a list in high demand, you should work out a system of staggered mailing dates. Mailers are glad to cooperate because their results will be better if they don't have to compete with other offers in the same mail. At least one week should elapse between mailings which do not compete, and a month is a good idea for absolute competitors. We are always happy to help arrange a non-conflicting mailing schedule.

With the high cost of labor today, it is seldom advisable to maintain a list on cards for type addressing. Small lists can sometimes be put on one of the simple spirit systems, but the speed of addressing is rather slow. Tabulating card systems are working out well for some list owners, and should be investigated. Electronic addressing will undoubtedly be here soon, but as yet it is not perfected. Labels are a good idea for large lists which will not be used often. Three or four copies can be made at once with carbon; and any number with Ditto sheets. Labels are acceptable by large mailers who have a relatively low unit of sale, but it would not be a good idea to use labels for a high grade list.

Picking the most suitable addressing system for your needs is highly important. More than one list owner has junked one expensive method for another which should have been chosen in the first place. If you plan to use your list at least four times a year, it will pay you to set up an automatic addressing system. You can earmark revenue from rentals to pay for this. Your

selection of a system depends on such factors as speed of addressing; size of the list; appearance of the impression; flexibility in handling different sizes and weights of envelopes or cards; ease of placement for window envelopes; space for record keeping; initial cost of the plate or stencil; labor cost of cutting it; cost of equipment for running; kind of service the manufacturer gives when machines break down; provision for mechanical selection of classifications of the list; space required to store the stencils; ease of cleaning the list; and probably other factors pertaining to your own special problems.

If your business does not require constant reference to your customer file, it might be worthwhile to have a fulfillment house do your addressing work for you. The addressing equipment will not have to be purchased, thus saving a substantial sum. This firm can also handle your rentals and all your mailing operations.

In filling orders for rentals try to follow instructions carefully. Mistakes run up the phone and wire costs. Arguments over bills, even if you win them, are not lucrative. Keep your promises about delivery dates. It keeps everyone's blood pressure down. Keep us informed of new counts. The mailer will usually be glad to pick up all the names you have in the group he is ordering.

Keep your lists clean. Even the best list will be 10% out of date within a year. Postage, paper and printing waste mount up. If you have a list which you want to keep in shape for future use, but don't want to mail yourself for some months, let us find a mailer who will clean it for you. Some agreement can usually be worked out. For economy in sorting for the post office and to make it easy to clean a list, a geographical arrangement is best.

Keep a good reputation. Word in the trade gets around very quickly if your list "flops" badly for anyone on a follow-up mailing. Two or three of these and there will be a big demand for ten foot poles. You are forgiven if tests don't work. Maybe the offer wasn't right, but you are not forgiven if the continuation mailing falls off badly from the test. It's important then, to give a mailer a good cross-section of the names on the list. Use at least five states spread around the country. Don't use just your newest names.

And finally obey the Golden Rule. Play fair with everyone, even the broker! He will work a lot harder for you if he feels you are doing right by him and you will always benefit in the long run by protecting him.

Perhaps some of you readers have lists which you still have not rented. Now is a good time to start earning some extra income. Why not call or write us today?

*Arthur Martin Karl*

President

**NAMES UNLIMITED, INC.**

352 Fourth Avenue Murray Hill 6-2454 N. Y. 10, N. Y.  
Charter Member National Council of Mailing List Brokers

OUR 25th YEAR IN THE LIST FIELD

Turn "Cold"  
Prospects  
into "Sold"  
Customers

call

**SLOVES**

for  
FREE  
IDEAS  
portfolios  
sales kits  
easel binders  
merchandise-  
presentations

Algonquin 5-2552

Fastest Service  
In Town

**SLOVES**  
MECHANICAL BINDING  
CO., INC.

601 West 26th St. N. Y. 1

### WORKING YOUR WAY THROUGH COLLEGES?

We have compiled for the '52-'53 school year what we believe is the finest list of college students available. We cover over 1,000,000 college students in the top 1,000 colleges of the U. S. We can mail to any segment of this list; by state, type of college, individual college, sex, both off and on campus addresses.

**O. E. MCINTYRE, INC.**  
2 E. 54th St. N.Y. 22, N.Y.

MU 8-2113

**ROSKAM**

For LISTS, DIRECT MAIL, MAIL ORDER ADS  
Mail Order Selling is our specialty — planning, creating,  
purchasing and directing campaigns! Cut costs, increase  
pull, avoid mistakes & headaches!

**WRITE OR WIRE TODAY!**

**O. H. ROSKAM ADV., 6 W. 10th, Kansas City 8, Mo.**

## Short Notes CONTINUED

vations may be obtained from Clement E. Trout, Head, Department of Technical Journalism, Oklahoma A and M College, Stillwater, Oklahoma.



□ THE NEW RESEARCH COMMITTEE of the DMAA has made its first project report. A bang-up, professional job. It has been in preparation ever since the Washington Convention in October. The Research Committee is chairwoman by Lewis Kleid (Mailings, Inc.) . . . but the first research project was under the direction of Wm. Arkwright Doppler, Ph.D., who is executive officer of the New Jersey Tuberculosis League and administrative consultant for Rutgers Research Foundation. Title of the research is "Testing, the Scientific Approach in Direct Mail." The final result is an 8½" x 11", 21-page, multi-graphed manual with all the known formulas and methods for scientific testing. The manual is being distributed to DMAA members as part of their membership service. Copies are available to non-members for \$5 each. Congratulations to all concerned.



□ THE 5TH WESTERN MASA CONFERENCE will be staged at the Bellevue Hotel, San Francisco, California on April 24 and 25. Letter producers will flock to it as they did to previous four annual conferences. For details write to Helen M. Weaver, Norcal Chapter of MASA, International, 988 Market St., San Francisco 2, California.



□ THE 1953 ADVERTISING WOMAN OF THE YEAR will be selected by a panel of judges made up of: Wesley I. Nunn (adv. mgr. of Standard Oil Co. of Indiana), Ben R. Donaldson (dir. of adv. and sales prom. of Ford Motor Co.), and Jean Wade Rindlaub, a former winner (v. p. of Batten, Barton, Durstine & Osborn). The presentation will be made during the AFA's Cleveland Convention, June 14 to 17. The winner will be chosen from entries submitted by individuals and organizations all over the country. She must be currently engaged in advertising and have contributed during her career to the growth and development of advertising and the people in it. Deadline for entries is April 1. Complete details are available at AFA headquarters, 330 W. 42 St., New York 36, N. Y.



□ THE 102 SEMINARS to be held by the American Management Association, 330 West 42nd Street, New York 36, New York . . . are fully explained in a 35-page 8" x 10½" booklet issued by AMA. The seminars are discussion

groups of not more than 15 business and industrial executives . . . meeting for three days to explore management thought and practice. AMA expects more than 1,500 executives will attend the seminars held in Chicago and New York. If you're interested in management problems in the Finance, Manufacturing, Marketing, Personnel, Office and General Management fields . . . write the association for their AMA Workshop Seminars booklet. It'll give you complete information and program data.



□ ADVERTISING RECOGNITION WEEK goes national this year. It was formerly sponsored by the Advertising Association of the West (425 Bush St., San Francisco, Calif.). Program was limited to eleven western states. This year the Advertising Federation of America has joined in the movement. In the West it will still be known as "Advertising Recognition Week." East of the Rockies the program will be known as "Advertising Week." Howard Willoughby, senior vice-president of the AAW and



### ADVERTISING WEEK

general manager of "Sunset" magazine, is general chairman for the West's activities. The national observance will take place from February 15 to 21 . . . with advertising kits sent to clubs, publications, radio and TV stations, etc. Theme of the week is "Advertising Benefits Everyone." Get details from your local Ad Club.



□ MARCH 10TH IS THE DEADLINE for all entries for the 1953 Second Advertising Awards . . . sponsored by the National Industrial Distributors' Association and the Southern Industrial Distributors' Association. A mounted plaque will be given to winners in six classifications . . . whose advertising during 1952 was outstanding in telling users about the *quality distribution* behind their products. There are two classifications for industrial direct mail awards. Class A: "Single Direct Mail Piece that states benefits to users buying from Industrial Distributors," and Class B: "Series of two or more direct mail pieces that state benefits to users buying from Industrial Distributors. There are also classifications for catalogs and house organs. For com-

plete info and entry form write: H. R. Rinehart, Secretary, Joint Advertising Committee, 1900 Arch Street, Philadelphia, Pennsylvania.



**ANOTHER DEFINITION:** Charley Campbell of Campbell Advertising Services (333 E. Hennepin Ave., Minneapolis 14, Minn.) submits the following: "Direct mail advertising is the art of using a written advertising message to gain action from selected individuals reached through controlled distribution." That is shorter than the standard DMAA definition . . . but it's questionable whether the use of the word "art" is appropriate. Some direct mail is far from being "art."



**CLUET, PEABODY, INC.** has come out with a superlative multi-color booklet advertising their Arrow Shirts. The cover of the 8½" x 11" booklet shows a picture of a smiling baby. Caption underneath reads: "When I grow up — I'm going to wear an Arrow Shirt." The rest of the expertly handled booklet carries the youngster through — telling why . . . and telling the story of Arrow Shirts. It features line sketches of the baby in blue, highlighting each phase of Arrow Shirt production, sanitization, testing, advertising, etc. Both copy and illustration are superb. You can probably get a copy by writing to Cluet, Peabody at 10 East 40th Street, New York 16, N.Y.



**HUNTING AND FISHING** are the themes of two simple but effective letters that are getting results . . . for The Stewart Howe Alumni Service (Alumni Relations), 1854 Sherman Avenue, Evanston, Illinois. Two simple 8½" x 11" mimeographed letters with coupons at bottom for dues return are sent. One is built around the theme "We're Fishing For Your 1952-53 Alumni Dues." Copy maintains the theme throughout the letter with phrases "It's open season again for Illinois Alpha Alumni dues!", "We urge you to take our bait," "Add your name to our 'catch', etc. The other is handled the same with a hunting mood. L. R. Hutchison of Stewart Howe reports that these simple letters pull an average of 10% on a single mailing with another 10% on a follow-up. Good copy with a novel touch can often be better than a lavishly printed piece.



**MONTHLY MAILINGS OF COMPANY CASE HISTORIES** . . . written in short, punchy, narrative style . . . are getting wonderful results for Continental Transportation Lines (trucking firm at 1813-33 North Franklin Street, Pittsburgh, Pennsylvania). Each month

a Continental service is highlighted in a unique, interesting story. A recent mailing told of "dancing tractors" . . . trucks that bounced mysteriously even when the drivers knew they were mechanically sound. Punch line to the story was the revelation that the trucks were carrying baled rubber which multiplied the road vibrations. The 5½" x 7½" folder on which the tale was told included a die-cut flap of a Continental truck, on the back of which showed Continental's trucking routes. Dubin and Feldman, Inc., Union Trust Building, Pittsburgh 19, Pennsylvania is the agency producing the mailings. They report that Continental's mailing list has been increased 10% by shippers who want to receive the "tales." It now goes to 5,000 and each edition swells the list with requests.



**ANOTHER MONTHLY MAILING** by Wycoff and Downard Ad Agency, 442 Post Street, San Francisco, California is also getting results. The Frisco agency developed a series of mailings for client Ferrari and Risi, dispensing opticians. The theme of the pieces was "Man of Vision," highlighting some of the Bay area's most prominent citizens. Among the "Men of Vision" were Henry Kaiser, Helicopter inventor Stanley Hiller, Hotelman Dan London, Senator William Knowland, and others. Twelve personalites were used throughout the campaign. Agency reports that the idea has been so successful . . . they are adding additional mailings to the series.



**TWO PRESIDENTS** have written to Postmaster General Arthur Summerfield offering to help on any suggestions made in the January issue of The Reporter. Lester Sulter, president of the DMAA, and John Yeck, president of the MASA, offered the services of their organizations in developing an Advisory Committee of direct mail experts to assist the Post Office in any way possible . . . with recommendations, suggestions or public relations projects. Such a setup could be effective in ironing out a lot of difficulties and misunderstandings.



**SOME POSTMASTERS** around the country seem to be worried about what will happen to them under the new administration; whether the job of Postmaster will revert back into the category of political football. Under Public Law 720, commonly referred to as the "O'Mahoney Act," approved June 25, 1938, Postmasters are under civil service and cannot be removed without due cause (such as irregularities, incompetence, etc.). We doubt very much if the new Congress will try to upset this stabilizing influence in Post Office

**FOR MAILING**

large envelopes  
samples  
direct advertising  
house organs  
and other duplicate mailings

**you can't beat  
DUPLISTICKERS!**

Write today for your sample package of Duplistickers...see how they will save you time and money on mailings.

**EUREKA SPECIALTY PRINTING CO.**  
558 Electric Street • Scranton 9, Penna.

**DUPLISTICKERS** are made only by Eureka

\*\*\*\*\*

**MAKE 'EM LAUGH!**

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoos" monthly mailing. It's unique — effective — economical — exclusive. Write for details on your business letterhead.

**FREDERICK E. GYMER**  
2125 E. 9th St. • Cleveland 15, Ohio

\*\*\*\*\*

**Distinctive Publicity**

LET US PREPARE  
**YOUR COPY**  
Sales Letters that Sell!  
Ads that get Attention!  
Booklets that are Read!

NEW IDEAS  
BRING PROFITS

BEND 'EM AND COMES OF YOUR  
VARIOUS LITERATURE OR PLANS.  
I WILL GIVE YOU A NEW SET OF IDEAS.  
Write Today!

**H. JOHN HARDER ~ Advertising**  
21 KEMPFER BLDG. • PHOENIX, ARIZONA

**PONTON**  
"The House of Direct Mail"

**"BETTER LISTS FOR BETTER MAILINGS"**

Write Dept. "R" for FREE Catalog

**W. S. PONTON, Inc.**  
50 East 42nd St., New York 17, N.Y.

# Typing Help Available

Fast · Accurate · Dependable

## Auto-typist

Push-Button Typing  
the Automatic Way...

Repetitive Correspondence  
for — Sales · Service

Good Will · Thank You

Fund Raising

Credit



Our Direct Mail Results  
up 300% - Auto-typist  
Solved our Steno  
Shortage



Investigate this  
MODERN OFFICE  
METHOD TODAY!

Yes, it's true! With  
Auto-typist you get

perfect, error-free, individually type-written letters—automatically. With Auto-typist one girl can do 2½ times more work! Solve your steno shortage. Mail the coupon today.

American Automatic Typewriter Co.  
Dept. 22, 614 N. Carpenter St.  
Chicago 22, Ill.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

## ShortNotes CONTINUED

service. It would take a lot of legal shenanigans to upset the present procedure because Postmasters are participating in retirement schedules and other benefits accrued by long service. The job of Postmaster cannot be considered lightly. There is a lot to learn and a lot to do. For those interested in the details of this problem: Ask your local Postmaster to let you see a copy of the January 1953 issue of Postmasters Gazette (official magazine of the National Association of Postmasters of the United States). Read Jerry Klutts' Washington Report on page 8. Actual, factual and enlightening.



□ IT SEEMS CERTAIN that there will soon be a full-scale investigation of the accounting system of the Post Office Department. Both the House and Senate Postal Committees are in favor of a resolution authorizing such an investigation. The new Postmaster General will probably be in favor of the study . . . for he seems to want to know the facts. An investigation would determine for all time what part of the postal service should be considered as a public function and payable out of taxes rather than postal income. Then the commercial and social users of the mail would get a better break on rate fixing.



□ PARCEL POST USERS are fuming and worrying. Post Office Department has applied to the Interstate Commerce Commission for what will amount to at least a 25% increase. Probabilities are that increase will be allowed. At least part of it. Causing fuming: On April 1, 1953 there will be a surcharge of 20¢ on all parcels which cannot be safely handled in mailbags. This will be particularly hard on the baby chick industry (the original instigator of parcel post). Better get all the details from the Postal Bulletin of January 6, or from your local postmaster.



□ DIRECT MAILERS TO MAGAZINES will be interested in the 1953 edition of "The Editorial Directory" . . . now in the works for a scheduled March 1st distribution date. Edited by publicist Jack Galub, proxy of the Galub Publishing Company, 516 Fifth Avenue, New York 36, New York, the book will contain editorial analyses of 2,000 American and Canadian magazines. The up-to-date rosters of editorial personnel in the business, industrial, professional, and consumer magazine fields will contain over 8,000 editors alone. Feature,

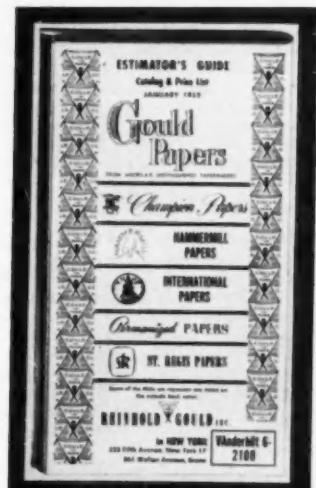
news, circulation, and mechanical requirement data will also be included . . . with an expanded index and cross-reference for location of publications in allied fields. Publisher Galub announced that the directory will be available in most local bookshops . . . or direct from his 516 Fifth Avenue headquarters.



□ IF YOU'RE PLANNING A MAILING TO DOCTORS . . . you should have the Clark O'Neill, Inc. catalog of medical and allied professions. The large catalog contains the most recent and accurate counts of all mailing lists in the medical profession . . . with a geographical breakdown of every category from general practitioners to drugists. You can get a copy by writing Clark O'Neill, Inc. at 100 Sixth Avenue, New York 13, New York.



□ PAPER BUYING PROBLEMS are answered in a new Estimator's Guide Catalog and Price List . . . published by the Reinhold-Gould Company, 535 Fifth Avenue, New York, New York.



Took nearly a year to compile charts, tables and other paper estimating information. Includes packing schedules, lightweight differentials, mill stocking data, tips on ordering, etc. You can get a copy through R-G's Fifth Avenue office.



□ A FREE 80-PAGE MIMEO-ART COPY BOOK is being offered as a get-acquainted offer . . . by Master Products Company, 330 South Wells Street (Dept. 706), Chicago, Illinois. The book, which regularly sells for \$2.00, comes as a gift with a trial box of Master Stencils (now used by sixty thousand mimeograph operators). The price for

the stencils is \$2.95 . . . but if you don't want to keep them after thirty days, you can send them back and still keep the Art Book. The Art Book contains an indexed wealth of illustration material for copying to mimeo stencils.



□ A NEW PORTFOLIO to "eliminate hidden costs" from business forms . . . has just been issued by the Alfred Allen Watts Company, Inc., 216 William Street, New York 38, New York. The inside cover is devoted to illustrations of Watts forms (punch card tabulators, teletype and bookkeeping machine forms). Opposite is a pocket containing samples of actual forms. Printed in black and green, the 9"x12" heavy bristol portfolio is ideal for filing . . . with a filing tab labeled "Business Forms by Watts." You can get the folder by writing to Leslie Guest.



□ TWO DIFFERENT EDITIONS each for different reader interest, is the keynote of "The Empire Statement" . . . house magazine of the Genesee Brewing Company (Genesee Lager Beer), Rochester 5, New York. Both editions (mailed to 50,000 retailers and employees in New York State) remain the same except for "local interest angle" of page three of the four page organ. In one edition, the page it titled "Tavern Tips." It includes news only of importance, and is mailed to taverns and restaurants. The other edition, beamed at stores which sell beer off-premises . . . carries page three titled "Point Of Sale Pointers." If syndicated newspapers can do it . . . why can't h.m., editors? Here's good proof they can!



□ IF YOU'D LIKE TO SPARK YOUR H.M. with some fine photos of machinery in action . . . you should investigate Caterpillar Tractor Company's (Peoria 8, Illinois) Photo Service Catalog. We mentioned this service almost two years ago . . . but it warrants a reminder here. Caterpillar's News Service offers glossy black and white prints for h.m., ad agency, news service, and publication use free of charge. The photos shown in their catalog deal with mankind's application to machinery. In addition to those shown in catalog . . . Caterpillar offers 100,000 negatives and more than 3,800 kodachrome transparencies. A note to the above address will provide a wonderful picture source.



□ RESULTS OF THE FIRST INDUSTRIAL PUBLICATION SURVEY have been published in a 17-page report by House Magazine Institute. The comprehensive report is a complete job of



ent forth to do battle and took on all comers. You who sell by mail must send your valuable mailing pieces through many processes before they arrive in the hands of your addressee.

Cupples side seam envelopes give you the ultimate in protection. And, for the big battle — for your addressee's attention — Cupples exclusive Personalizing (inspired use of color, design and embossing) will put your envelope on the forefront of the Direct Mail battle.

That means one thing to you — Increased Mailing Returns. Call Cupples and let them show you how to get more for your direct mail dollar.

TRiangle 5-6285

S. Cupples  
envelope co., inc.

360 Furman Street • Brooklyn 1, New York

PHILADELPHIA

BOSTON

WASHINGTON

## Base YOUR spring mailing optimism on better pulling mailing lists . . .

Our integrity and our resourcefulness in locating success-proved mailing lists have set a precedent for conscientious service in the direct mail field. It makes no difference whether you need five thousand or five million names . . . we can get them for you, and you can bet they'll be responsive. Yet they cost no more than ordinary lists. Send coupon for FREE details.

**Charter Member National Council Mailing List Brokers**

**willia MADDERN, inc.**

215 Fourth Ave., New York 3, N. Y.

Without obligation, send us complete details about more responsive mailing lists.

Name \_\_\_\_\_  
Product or Service \_\_\_\_\_ Offer \$ \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zn \_\_\_\_\_ State \_\_\_\_\_

## HOUSE ORGAN IN TUNE?

Recent DMAA award winner is now available in certain territories. Write for samples and history of results. It's sweet music!

**BILL HOWARD**

Room 406, 3030 Euclid, Cleveland 15, Ohio



### He Read A Sales Letter written by Shurtliff

Write for information about a "most unusual letter writing service." Shurtliff letters are 100% guaranteed to do the job.

**FLAVEL H. SHURTLEFF**  
1138 Wilson Avenue, Park 4, Illinois



### New TR. Jr. TRAVELING RACK CUTS MAILING COSTS

Ten Hook-On Trays speed up printing, mimeographing, sorting, inserting . . . keep things moving in the mail room. Write for folder.

**ALL-PURPOSE METAL EQUIPMENT CORP.**  
255 Mill St., Rochester 14, N. Y.

**PONTON'S**

SOURCES OF SPENDING POWER

260,000 MANUFACTURERS, INDUSTRIALS  
150,000 WHOLESALERS, DISTRIBUTORS  
1,400,000 RETAILERS, TRADE SELECTIONS  
500,000 SERVICE COMPANIES

**W. S. PONTON, INC.**  
"The House of Direct Mail"

50 East 42 St., New York 17, N. Y.

## Short Notes CONTINUED

analyzing answers to a questionnaire that was sent to 225 member publications. It's interesting to note that of those h.m.'s which are mailed . . . 35% go in envelopes and 37% are sent first class. A round of applause for H.M.I. president David Zingg of United Fruit Company, Pier 3, North River, New York 6, New York for the excellent job.



**SOME GOOD LOGIC** in a short item in the January issue of "Paper Talk" . . . h.m. of the Carpenter Paper Company, Grand Rapids 2, Michigan. This puzzler: "Mean Postmaster: Why will business men pay a lobbyist to fight increased postal rates and not pay a girl to take the 20% deadwood out of lists?"



**"IT IS CRYSTAL CLEAR ON THE VERY FACE OF IT,"** reads the opening line of a new plastic subscription letter mailed by "Quick" magazine. The 8½" x 11" cellophane piece (produced by DMAA president Lester Suhler for "Quick," 488 Madison Avenue, New York) features eight typewritten paragraphs . . . produced on white block backgrounds against the transparency of rest of the sheet. A striking red border, balance of paragraphs, coupled with the copy-wise opening line tie-in with format makes this another of the fine distinctive mailings dreamed up by Les and his Look-Quick co-workers.



**JIM FORD**, Pleasant Valley, Washington, New Jersey, liked the beautiful invitation to the first showing of the 1953 Buick. It's a brilliant 4½" x 6" gold foil card printed in four colors. It was sent to Jim by the H. E. Reese Buick Agency, Route 30, Hampton, New Jersey (imprinted on the bottom). The left hand corner of the invitation shows the first Buick in a seal reading "Buick — 1903-1953."



**A GOOD USE OF DIRECT MAIL** was told in "Tricks of My Husband's Trade" dept. in a recent issue of "Today's Woman," 67 West 44th Street, New York 36, New York. Told of a clothing salesman in Maine who makes a note when a customer won't buy because of the price. If the item is still in stock at sale time . . . the salesmen sends the customer a post card about the item "you were interested in — now at a reduced price." The customer usually comes back . . . and is flattered to be "remembered." Personal approach — plus!

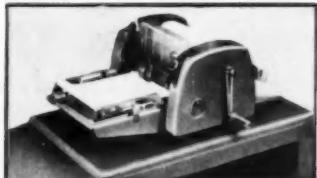
**FLORIDA'S SILVER SPRINGS**, which built a tremendous public relations reputation last year by recommending 21 competitive attractions . . . is now using a unique direct mail blotter follow-up. Last year Silver Springs unleashed



a billboard and poster campaign recommending other Florida attractions. The promotion not only puzzled and delighted attraction owners, but prompted big competitor Cypress Gardens to present Silver Springs with a plaque for their fine public relations effort. The 21 billboard ads have now been reduced to 3" x 5" blotters (one reproduced here). Five thousand blotters have been sent to each of the 21 attraction owners . . . with the suggestion that if they'd like to say "thank you," they could insert the blotter in their own mailings. Plaudits to Silver Springs' Advertising Director Peter Schaal for his broadminded and intelligent thinking in creating the unusual campaign.



**LOUISE BRENNAN**, SECRETARY TO JERRY GRAY of Gray and Rogers Advertising Agency, 12 South Twelfth Street, Philadelphia . . . was the subject of that agency's house ad recently appearing in seven Eastern newspapers. Headed "LOUISE" . . . the one column message stated simply: "Louise, the first employee of this agency, has been with us for 25 years. In congratulating her — and ourselves — we observed that a quarter-century is a long time with one agency, and added: 'Who do you think you are — a client?'"



**A NEW LOW COST SPIRIT Duplicator** has been introduced by the A. B. Dick Company. The new model 220 Dick duplicator can be used by untrained personnel with a minimum of instruction. It's hand operated with an automatic feed. Ideal for short runs. Complete info and prices can be obtained by writing to Frances Swadner at A. B. Dick Company, 5700 West Touhy Avenue, Chicago 31, Illinois.

□ THE ORGANIZATION STORIES of AFA, ANA, NIAA, AAAA, and others are being featured in the National Chamber of Commerce's Advertising newsletter. With the AFA story appearing in the December issue (along with other advertising info) profiles of other ad organizations will be up-coming. If you're not already on the list . . . it's well worth your while to invest \$1.00 for a year's subscription to the newsletter. Write: Advertising Newsletter, Committee on Advertising, Chamber of Commerce of the United States, Washington 6, D.C.



□ THE AMERICAN BUSINESS WRITING ASSN. held a very successful 17th Annual Convention in the Hotel Statler, New York City, on December 29-30, 1952. This reporter enjoyed attending some of the sessions . . . and meeting with these folks who are seriously trying to improve letters and direct mail copy in the college and university courses. DMAA Treasurer Herb Buhrow (McGraw-Hill Book Co.) did a fine job in outlining some of the things that could be done with a liaison between ABWA and DMAA to develop better training for direct mail careers. More about that subject later when present plans get under way.



□ A RECENT SURVEY made by the American Bankers Association . . . reveals that commercial banks will spend an estimated \$61 million on advertising during 1953. In a release from the association's News Bureau at 12 East 36th Street, New York 16, New York . . . the result of the survey pointed out that this is an increase of about \$13 million over last year. It is more than double the figure of the first post-war year 1946. The breakdown of where expenditures will be spent finds Direct Mail and printed literature second only to newspaper space. The budget totaling \$61 million does not include the nation's savings banks . . . which devote a large part of their advertising to the encouragement of thrift.



□ THE CLUB OF ADVERTISING WOMEN OF NEW YORK is doing a good job with its 24th Annual Advertising Course for Women. This reporter enjoyed appearing on the January 12 evening session with A. M. Sullivan (Dun & Bradstreet) and Richard Gangel (Time, Inc.). The subject, of course, was Direct Mail. Educational Committee Chairman Margaret Eleanor Stark (Gotham Advertising Co.) showed us, following the meeting, assignments given to students of the course. The direct mail panelists agreed individually and



*The letterhead paper you'll find  
in offices where decisions count!*

## COCKLETONE BOND

In the offices of men who have helped create the world's highest standard of living you will find Cockletone Bond. These executives realize the importance of selecting the correct letterhead to represent them.

They find in this sparkling white paper all the qualities they look for in a letterhead—firm, "heavy" feel, crisp crackle and exceptional erasability. And the cost of Cockletone Bond is surprisingly low. Why not investigate the advantages of appointing this quietly impressive letterhead paper as your business representative?

You can obtain business printing on Hammermill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.



SEND THIS COUPON for the FREE Cockletone Bond Portfolio. It contains a wide assortment of good, modern letterhead designs. You'll find it helpful in improving or redesigning your present letterheads. We will also include a sample book of Cockletone Bond.

Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pa.

Name \_\_\_\_\_



Position \_\_\_\_\_

(Please write on, or attach to, your business letterhead.)

TR-Fed.



LOOK FOR THE *Cockletone* WATERMARK

# MAIL WITH CONFIDENCE!



## IN CHICAGO AND THE MIDWESTERN AREA

Yes, at **LeMarge** you can mail with confidence that your schedules will be met . . . that your job will be expedited and handled just the way you want it.

Folding . . . inserting (hand or machine) . . . sorting . . . addressing . . . premiums . . . all your work will be done with the most modern equipment available and under intelligent supervision.

For you, this adds up to SPEED . . . ECONOMY . . . QUALITY. Phone today or, better still, come down and inspect our facilities . . . for it seems that almost every time this happens, we add still another customer.



Write or phone  
for details!

**the LEMARGE company**

417 S. Jefferson Street  
Chicago 6, Illinois  
Phone: HArrison 7-1030

## Short Notes CONTINUED

as a group that we would have trouble getting anywhere near a 100% rating on the difficult assignments. These annual advertising courses sponsored by advertising clubs are doing a lot of good, not only here in New York but all around the country.

ting the subject at a disadvantage. Since the questionnaire was sent to printers . . . we agree with Horace that it's an outright case of trickery — a questionable device. Questionnaires, in the long run, can benefit everyone . . . but such use of question-mark-cunning is often nipped in the bud (as Horace did this one) and proves to be a waste of paper, printing, and postage.



□ **THAT BIG GAVEL** (mentioned on page 42 of the December 1952 issue) has been requested by a number of organizations. Sam Gold (Lignum-Vite Corp., 96-100 Boyd Ave., Jersey City, N. J.) tells us that Don Turnbull, executive secretary of the American Poultry & Hatchery Federation, will use the gavel at the Federation's 1953 Convention in Milwaukee next July. That news brought back a lot of memories. The last time the baby chick people met at Milwaukee (1932) there was a big political fight. The defeated candidate for president became so incensed that he shot and killed the winner and then committed suicide. Maybe the presence of the 27-pound speaker's gavel will prevent any similar catastrophe.



□ **WINNERS OF THE 1952 PUTMAN AWARDS** (judged by an administrative committee of NIAA) are briefed in a 9"x12" booklet published by Putman Publishing Company, 111 East Delaware Place, Chicago, Illinois. Established in 1947 by Putman . . . annual awards of \$5,000 are given by the National Industrial Advertisers' Association for the best use of industrial advertising. The Frank C. Hough Company (Raymond P. Wiggers, Advertising Manager), Libertyville, Illinois, took top honors for their efforts . . . which increased sales to industrial markets 75% in 1951. An important part of the Hough Company's campaign was their scheduled "Payloader" direct mail pieces to distributors. You can get case histories on the award winners from Putman's booklet . . . by writing either Putman or NIAA at 1776 Broadway, New York 19, New York.



□ **IT'S NO WONDER** that some questionnaires wind up unanswered in the circular file . . . when their questions are as misleading as the one received by Horace H. Nahm, president of Hooven Letters, Inc., 352 Fourth Avenue, New York 10, New York. It listed 22 printing magazines . . . asking him to number them according to readership preference. The next question: "Do you pay more attention to direct mail pieces?" (Yes . . . No . . .). A pretty confusing query, put-

□ **ANOTHER AD AGENCY HAS RUN AWAY WITH ITSELF** in using the sex appeal angle. This time to plug (of all things) glass blocks. We received a release from a Cincinnati agency accompanied by two beautiful 8½" x 11" glossys of the subject . . . the beauty of the glossys being the female pulchritude adorning the pictures — not the glass blocks. The release states that glass blocks have been brought into the home "for a wider variety of uses with these smart bases and covers made by . . ." Who's looking at the smart bases (of the blocks, that is!)? When will agencies learn that too much emphasis on beautiful models in the same picture with the product diminishes the latter to second fiddle with the reader's interest? We would have reproduced the example here . . . but we can't crop out the glass blocks.



□ **PERFUMED DIRECT MAIL PIECES** have been used many times as a novelty . . . but every sales letter to prospective distributors of the Edward L. Millen Company, 90 Summit Avenue, Brookline 46, Massachusetts, goes out with a fragrant aroma. The Millen Company manufactures Cedar-Wall, an aromatic cedar coating for wall finishing . . . and each letter includes a card sample of Cedar-Wall in powder (just mix with water) and finished form — giving a fragrant (Continued on Page 42)

# Let's swap ideas

Match your advertising ideas with these—and win a \$50 Bond!

#### Pocket device tells difficult sales story

To introduce to dealers an improved model of our Tru-Heat Iron where the external appearance was unchanged and the important sales features hidden inside the shell, we devised a pocket gimmick for our salesmen. It was designed for use in the breast pocket of a man's suit so that the red and white polka dot handkerchief would project much as any pocket handkerchief. Red and white polka dots, incidentally, are our package trade mark. On removing the envelope from the pocket the first thing that meets the eye is the little cartoon illustrating the theme we have used in connection with the principal characteristic of our iron "It's the Shape that Makes the Difference." Then, on removing the actual piece from the envelope we again repeat this theme, adding the element of copy concerning the perma-chrome finish of our soleplate. Then, on holding the piece up to the light, the customer is able to see through this unique plastic material the new element shape, which is described on the reverse side. In short, this single piece enabled a jobber salesman to do a complete selling story in an unusual and compelling fashion.

James S. Fish, *Adv. & Prom. Manager, General Mills, Inc., Minneapolis, Minn.*

#### Assures long life for expensive stuffer

Recently, when we decided to prepare a 4-color statement stuffer on a new product, we were reminded of several thousand similar stuffers, now worthless because of price changes. To prevent a recurrence of this mistake, the new statement stuffer was designed with a listing of styles on the back page, but no prices. Space for the dealer imprint was also provided on the back cover. Now, when dealers order stuffers, we imprint both the store name and prices at the same time. We feel that's good insurance in view of the high cost of 4-color printing, and our new stuffers will last indefinitely, regardless of price changes.

American Luggage Works, Inc., Providence, R. I.

#### A guide for media representatives

In order to obtain greater value from interviews with media representatives, we published a booklet familiarizing them with the sales and promotion problems peculiar to our company. "The Media Representatives Interview Guide" is used as a reception room welcome booklet



For a unique new promotion idea, see paragraph at left. For the latest idea in low cost offset printing, read below about the new Kimberly-Clark coated offset paper!

and as a mailing piece to publishers and other media owners. It begins with a message explaining why and how we feel interviews can be made more worthwhile. This is followed by a brief description of our company, its products and markets, basic sales methods, and types of advertising. Next, advertising department personnel are listed according to job responsibility and, finally, information about local hotel accommodations, transportation facilities, etc.

John M. Royal, *Advertising Dept., The Dow Chemical Co., Midland, Michigan*

#### Do you have an item of interest? Let's swap ideas!

All ideas contributed become the property of Kimberly-Clark for use in any printed form. For each idea used in our magazine advertising we will give the sender name credit and a \$50 Defense Bond. In case of duplicate ideas, only the first received is eligible for the award. This offer supersedes any offer published in previous advertisements, and continues for two months only. Address "Let's Swap Ideas," Room 411, Kimberly-Clark Corp., Neenah, Wisconsin.

#### Now—a low cost coated paper for fine offset printing!

If you've been wanting to print some of your booklets, folders or other advertising pieces by offset—but haven't because of the cost of coated offset paper—here's good news! Shorewood<sup>®</sup>, the new Kimberly-Clark glossy coated offset paper, is designed especially for low cost, volume printing. It's priced in the plain, uncoated paper class—yet

gives you the sharpness and contrast you need for quality jobs. There's no extra charge for weights as low as 50 lb.—and it's designed for either monochrome or process color work. Try new Kimberly-Clark Shorewood on your next printing job. For complete information, see your distributor or write to Kimberly-Clark Corporation, Neenah, Wisconsin.



© T. M. REG. U. S. PAT. OFF. © KIMBERLY-CLARK CORP.

Products of  
**Kimberly-Clark**



GOT AN ENVELOPE PROBLEM?



provide the answer!

Five factories and over 100 sales representatives are equipped to handle your usual . . . and unusual . . . envelope requirements. Write us your needs today.

**TENSION ENVELOPE CORPORATION**

522 FIFTH AVENUE  
NEW YORK 36, N. Y.

1912 GRAND AVENUE  
DES MOINES 14, IOWA

5001 SOUTHWEST AVENUE  
ST. LOUIS 10, MISSOURI

120 NORTH 2ND STREET  
MINNEAPOLIS 1, MINN.  
19TH AND CAMPBELL STS.  
KANSAS CITY 8, MISSOURI

*Cover Story:*  
by H. H.

## NEW FACES FOR D.M.A.A.

Last October, in reporting the Washington Convention (particularly the business meeting), we predicted there would be colorful changes in the make-up of the Direct Mail Advertising Association. Changes made possible and planned by a different kind of Board with wider geographical and "business classification" representation.

The officers of the Association have worked like beavers ever since October. There have been more behind-the-scenes activities than I've witnessed in many long years. Now some of the changes are becoming apparent.

Due to plans which call for extensive traveling on the part of the executive director, Frank Frazier decided to resign from the job he has held for four and a half years . . . and to return to the industrial advertising and sales promotional field. We wish him the best of luck . . . and extend thanks for carrying the Association through some turbulent days. He leaves the Association in excellent financial condition.

The officers worked long hours for more than a month screening candidates for the important job. This is the final decision:

As of March 1, the executive director of the DMAA will be William B. Henderson (shown at left on our cover). He's a thoroughly competent, experienced, professional trade association executive. Born and educated in Toronto, Canada. Most of his business life has been spent in the United States. Commercial banking, public utilities, etc. But for many years has been executive vice-president of the Air Conditioning and Refrigerating Machinery Association, with headquarters in Washington, D. C. During World War II he was an air combat intelligence officer with the Navy in the South Pacific. He will bring to the DMAA real know-how in administering a complex association. You'll get to know him better by the time of the Detroit Convention next September.

A new and important job of assis-

tant executive director will be held by a young fellow with a tremendous future in direct mail. Jack Lord (at right on cover) will be responsible primarily for servicing the members . . . the Newsletter, a streamlined library, etc. He's a Pennsylvanian (Jeannette). Attended Penn State and University of Pittsburgh. Had a three-year stretch in the Army. Came to New York in 1946 and became involved in direct mail at the Wall Street Journal. Caught the fascination of the subject quickly. He became assistant advertising manager of Research Institute of America . . . from which he moves to the DMAA. He'll make things hum.

Henderson and Lord sound like a good team. We won't expect miracles over night . . . but the Association will undoubtedly become more dynamic and powerful, as it should be.

Other important changes are being announced this month. Our old friend, Jess Roberts of Atlanta, had to resign from the Board of Directors for reasons of health. He is being replaced by Arthur Theiss, director of publicity and advertising for the Minnesota Mutual Life Insurance Company of St. Paul. Art has had a colorful career in retailing, pharmaceutical manufacturing and in life insurance. From

1933 to 1944 he was sales promotion manager of the Ohio National Life Insurance Company from which he moved to present position. He brings to the Board plenty of direct mail and association know-how.

Roland Withers of General Motors also felt it necessary to resign from the Board because of extensive traveling commitments. He is being replaced by William H. Beatty, vice-president of R. L. Polk & Company, Detroit, Mich. Indiana born, Bill was graduated from the University of Illinois and went up the ladder through newspaper and advertising agency experience. He has been in charge of Polk's sales and advertising since 1944. He'll bring a solid contribution to the DMAA Board and has already jumped in to help make the Detroit Convention something to be remembered.

That's the story for the present. Signs of progress. Following the full-dress, open-to-members Board Meeting on February 12 in Detroit, President Lester Suhler will probably have a lot of other plans and programs to announce. This reporter will let you in on the news as soon as it's available. Les Suhler deserves applause and support for prompt and courageous action . . . properly spelled ACTION.



New DMAA Director  
Arthur W. Theiss



New DMAA Director  
William H. Beatty

# WHY DIRECT MAIL FOR DEPARTMENT STORES?

By Howard S. Mark

Elon Borton, President of the Advertising Federation of America, said recently at a DMAA conference: Quote: Direct mail is the rifle fire of advertising, unquote. Most of us in the department store business will agree that this is a very apt analogy, and that while newspapers may be the big guns of advertising and direct mail the rifle fire, nevertheless, they both have their places in any complete advertising program.

An army which uses rifles when they should bring up their heavy artillery will lose the battle . . . if not the war. And any merchant who depends upon direct mail when he should be using newspaper advertising will surely lose sales—if not his shirt. Notwithstanding, there are many instances in a department store advertising program where the "straight to the heart" single, bullet of direct mail can be more effective than the general hit or miss "bird shot" of some other medium.

Let's take a look at some of the ways in which direct mail can be used to support and augment a department store promotional program:

1. Most obvious, of course, is the store's charge account list. All stores use their charge account list, from time to time, and for one purpose or another; but many of us are prone to think of this material as simply envelope stuffers. Any store which is not making extensive and intelligent use of its charge account list is simply passing up business. A little extra thought, a little more planning can be made to really "pay off" in sales. Here are a few uses to which this list can profitably be put: Advance notice, to charge account cus-

tomers, of coming events in the store is *bound* to reap real benefits. What customer would not be flattered to read: "as a valued charge account customer, you are entitled to know in advance that Jones Brothers' great, once-a-year sale of wash fabrics is . . . etc, etc."

This same advance notice of sale technique can, of course, be used to augment your newspaper advertising by having sales people in departments circulate their list of special customers with a personally signed letter.

Our boys in the Men's Suit Department used such a letter with good result—it began like this:

"Our great, once-a-year sale of fine quality, all-wool worsted suits is planned for Thursday, July 3rd, and Friday, July 4th. Since I am permitted to show these suits to a limit-

ed group of my good customers, in advance of the sale, I am taking the liberty of writing you".

Five hundred and fifty letters were mailed—we sold 201 suits to these favoured customers, and rang up in advance of the day of selling \$12,060 in sales.

2. Charge account lists may also be used to garner valuable information from customers.

People like to tell the other fellow how to run his business—everyone is an expert at this. Maybe this is where the definition of an expert was born—perhaps you've heard it: "An expert is one who can make more money telling *you* what to do about *your* business than he can make doing the same thing in *his* business." However, a store's charge account list comprises

## Howard S. Mark

**Reporter's Note:** It's worth fourteen minutes of your time to read this carefully. Howard Mark is advertising manager of The Robert Simpson Co., Ltd. of Toronto. He is also Canadian vice-president of the Direct Mail Advertising Association. Howard appeared, January 13, 1953, on the Sales Promotion Program of the 42nd Annual Convention of the National Retail Dry Goods Association at the Statler Hotel in New York City. This reporter didn't hear the talk... but later on that same evening at the Astor, we met the president of a large department store in the Tri-state area. He didn't know our exact business, but proceeded to give us a lecture on direct mail (as a result of hearing Howard's talk). Said he was going back home to give his advertising department hell for not properly taking care of "our most valuable asset... charge account customers" with direct mail. If Howard's talk convinced one top department store executive... then it's worth reprinting. So we called Toronto... and here it is without a single change.



our most valued customers and constructive suggestions from them can be very helpful in our plan to give the customer the merchandise and service he is looking for. Suppose we selected a few thousand of our long-time customers and wrote them something like this: "For many years you've been one of our most valued customers. Evidently, our goods and service have been reasonably satisfactory or you wouldn't have continued to favour us with your patronage. We'd like to make our store an even more pleasant and profitable place for you to shop. Will you help us by telling us frankly, on the attached form, the things you *like* and *do not* like about our store?"

And the same means might be used to re-activate old accounts. Lytton's, a Chicago clothing store did this with a unique letter, containing a single penny, to 30,000 dormant accounts, which began: "A penny for your thoughts" and went on to request that they say frankly why they had not been buying. Result—100 complaints, 13,000 renewed accounts, \$441,000 in sales.

Perhaps the most spectacular and effective use of printed matter we use at our store, which comes under the heading of direct mail, is the distribution for important sales events of upwards of 400,000 flyers in a city-wide delivery to homes. These are delivered by an independent distributing organization, supplemented by postal delivery to apartment houses and suburban areas where carrier delivery is not possible or practicable.

If you are not using flyers in your city, you may be interested to know that while we at Simpson's believe, with all of you I am sure, that there is no substitute for daily newspapers; nevertheless, we find that these home delivered sections have, for certain occasions, a number of definite advantages—for instance:

1. Twenty-four pages loaded with sale advertising makes an immediate and definite impression upon the "always looking for a bargain" type of woman's mind.

2. The use of colour creates a "must be important" impact upon the lady of the house.

3. The fact that Simpson's delivers or mails the complete section direct to the householder is flattering.

4. No one newspaper in our city offers a thorough coverage. Two evening newspapers at a total rate of



## "THAT'S A FINE-LOOKING STATEMENT"

(and he's sure  
to read it from  
Buckeye Cover to  
Buckeye Cover)

LEADING corporation executives know that it pays to make the annual report more than a listing of assets and liabilities.

Today, the advertising manager or agency and printer join forces with the comptroller in preparing a report that serves as a powerful vehicle for cementing the goodwill of employees, stockholders, customers and suppliers.

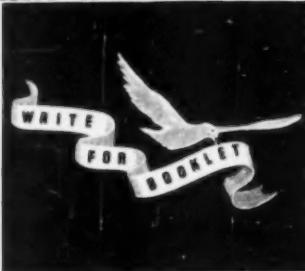
The cover of the report booklet or brochure is of primary importance in making a favorable impression. That's why, in more and more of these publications, the cover is Buckeye—the famous cover stock, made of rags and finest purified woodpulp, whose color and texture and *feel* proclaim its quality.

**THE BECKETT  
PAPER COMPANY**

MAKERS OF GOOD PAPER  
IN HAMILTON OHIO, SINCE 1848



## ART WORK BY MAIL



RAYMOND LUFKIN  
TENAFLY N.J.



Direct Selling Advertisers, Consult

## MARTIN ADVERTISING AGENCY

15 East 40th Street, Dept. 15, New York • LE 2-4731

### An Ad Agency that Loves DIRECT MAIL

Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how.) Direct Mail is no step-child here!

**"That Yellow Bolt"**  
Leo P. Bott, Jr., 64 E. Jackson, Chicago

### HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

#### 53M FORMER SUBSCRIBERS, INSPIRATIONAL MONTHLY

New count — just released! Serious, middle-aged former subscribers non-denomination monthly inspirational publication. Dependable. Growing. FREE — MOSELY CARD M-4733 tells you all about it. Just drop a note now to Dept. R-2 — and outline YOUR MAIL ORDER LIST needs.

### Moseley

MAIL ORDER LIST SERVICE, Inc.  
38 Newbury St., Boston 16, Mass.  
NEW MAIL ORDER CUSTOMERS IN VOLUME

66 cents per line give us a heavy overlap of waste circulation. Our house-to-house flyer distribution gives us adequate coverage for less than three-quarters of the per line cost of these newspapers.

5. If we use a section in the newspapers, we "shoot our bolt" in one day's selling. Flyer distribution is extended over the city in three days' delivery. This allows us to plan a three-day sales event and enables us to take full advantage over the telephone and in the store—of three heavy days' selling.

6. Perhaps we're kidding ourselves, but we think the fact that stores *can* and *do* make use of flyers in our city is a deterrent to any "soak-the-stores" rate policy on the part of newspapers.

I've tried to make the point that, while direct mail isn't any panacea for our promotion problems, there are nevertheless places and purposes for which direct mail can be used very advantageously. Now we might well ask what are the inherent advantages that direct mail offers, for these cases, over other types of advertising. Here are a few:

1. Direct mail is not read in the highly competitive atmosphere of the daily newspaper, where a one-cent differential in price is perhaps the deciding factor for milady as to which store she calls on the telephone or visits in person.

2. You can be more selective of your audience with direct mail. An advertisement in the newspaper or an announcement over the *radio* means that, whether you like it or not, you are talking to, and *paying* to *talk* to, every reader and listener. Actually, your message may be of interest to only a small percentage, such as in the case of new home owners—new people in the community—buyers of office equipment—users of power tools—new brides—expectant mothers, et cetera. In these and dozens of other instances, direct mail will carry your message in a personalized fashion that will keep your customer believing your store has a real, personal interest in her.

3. Direct mail, of course, is one of the few mediums that allows you to make an impression with colour, either for overall effect or to actually show the merchandise in its true tones.

4. A newspaper advertisement, generally speaking, must sell, when they see it, or you're sunk. "Direct mail

they'll put away, to make a sale another day." Corny? Well, the rhyme is, perhaps, but it's a fact that direct mail is the only method by which you may hope to have the prospect or customer retain your message for future reference.

5. Direct mail allows you to have a private chat with a great many customers. It can help you compete with the one advantage which the smaller store has—the personal touch. Direct mail, intelligently used, can offset the cold, impersonal bigness of the modern department store, and its daily newspaper advertising. This can be used most effectively for your smaller "shops" within your store.

Now, if you "go along with me" that direct mail has a definite function in our promotional program, then I'd now like to suggest a five-point approach to the use of direct mail.

1. Be sure the problem is one which, as the doctor would say, *indicates* a direct mail treatment—in other words, does it require the direct, personalized approach of direct mail, as against the mass appeal of newspapers or radio?

2. Be certain, as possible, that it is directed to people who are really prospects for the goods or services offered. Every once in a while I arrive home to find another letter inviting me to open a charge account at a certain department store across the street from Simpson's. I can only assume that somebody hasn't checked the list, else they'd know that I am employed by Simpson's and they'd realize that if they want to do business with me, they'll have to offer me the usual managers' discount, eh!

3. Convince yourself that the message is pertinent, that it applies to the person who is to receive it. I read the other day in the "New Yorker" that Nelson Rockefeller recently received a letter which began: "Remember when you were a kid, and stood at the candy counter heckling your dad until he finally bought you one of those penny licorice whips?" Maybe I am wrong, but somehow, I don't think Mr. Rockefeller would remember . . . and worse than that, I doubt that he could feel that that piece of direct mail was really *directed* at him.

We should try to make the prospect feel—in the first paragraph—this is not only addressed to me, it

is really intended for me. For instance, say you are an ardent student of books, and you receive a letter which opens: "Although I haven't had the pleasure of meeting you, I know that we have something in common . . . we are both lovers of books." Of course, the thing is to be sure that Mr. Jones is a lover of books.

4. Don't make promises by direct mail which you can't fulfill. Of course, none of us ever does this intentionally, but a customer will forgive a store more readily for falling down on some point or claim which he read in a newspaper advertisement than one made in a personal letter or folder addressed to him. Remember, direct mail is, or should be personalized. Anything we offer or promise will, if we make good, be appreciated in a personal way, but by the same token, the customer is much more likely to take it as a personal affront if we fall down on a promise made by direct mail.

5. Give as much time and attention per dollar spent on direct mail as you do on the rest of your advertising. It was, I believe, N.R.D.G.A.'s Howard Abrahams who, in an address before the 100 Million Club of New

York referred to direct mail as the Orphan Annie of advertising. I am afraid this is exactly how we treat direct mail in most of our advertising departments, and it is perhaps in about this relative importance that management compares direct mail with other forms of advertising. It reminds me of the story of the advertising manager who was called before the Board of Directors and required to explain why he needed such a large staff. In designating the responsibility of each individual, he named three of his staff engaged in producing direct mail. "Why," said one of the directors, "how can three people possibly spend their time on the amount of direct mail we use here? In Heaven's name," he asked "how long does it take your people to write a letter? Why, I can dictate any letter in five minutes." "Well," replied the advertising manager, "one of our newer people who knows very little about writing can turn out a sales letter in half an hour. A little more experienced man will take a couple of hours. But you take a fellow like Jones, who really understands the knack of making friends and influencing sales by mail. It will take him a couple of days to produce

a good sales letter."

I think we all get the point. Any-one can produce a *long* letter in a *short* time, but it takes a good man to produce a *short* letter, the effort of which will last for a *long* time.

A paragraph written by Gerry Cunningham, retired Dean of Sears' Catalogue, is a good example of a short piece of writing which has been remembered for a long time. Mr. Cunningham walked into the newsroom of the "Chicago Examiner" at the age of seventeen, and persuaded the Managing Editor to give him an opportunity to write. As a test, the Editor handed him a sheaf of papers covered with information concerning a reported case of swindling. Said the Editor, "Look over this information and give me a story in 50 words, less if possible." Mr. Cunningham wrote the story in exactly twenty-six words. It read:

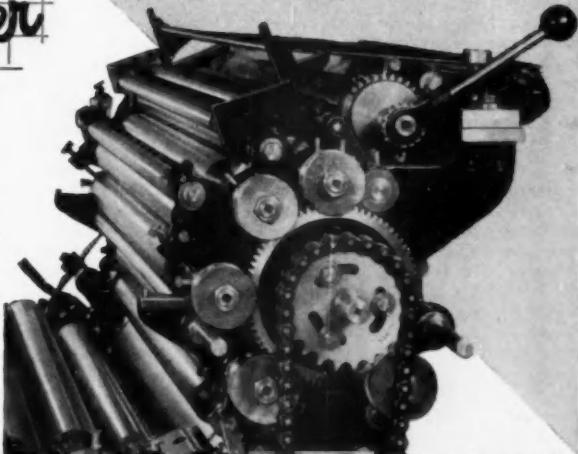
"John Smith of Grand Rapids came to Chicago yesterday. He had \$3,000. He met some 'friends.' Today he has no friends and no money."

Speaking of pithy phrases and terse remarks, I think I've said about enough myself. Thank you, gentlemen.

more black ink  
on your ledger

From the gentle kiss of a soft tint to the "sock" of a heavy solid—the Harris inker can give every job the kind of inking it demands. Halftones are clean and crisp, fine line work is sharply detailed, impressions are smooth and even throughout the run. These things mean more salable sheets in the delivery pile, more black ink on your ledger.

**HARRIS INKERS** have more rollers actually "working" in the ink train to thoroughly break up and distribute the ink. This superb inking system is built into every Harris press, both offset and letterpress. Write today for more information.



**HARRIS-SEYBOLD COMPANY**

General Offices • Cleveland 5, Ohio

fine graphic arts equipment  
...for everybody's profit



# AN URGENTLY NEEDED PROJECT!

Now that the Direct Mail Advertising Association is being reorganized on a more professional and aggressive basis . . . it is time to consider seriously a too long delayed project. It's a touchy subject. Takes courage. But it's needed.

The new Board of Directors of the DMAA should attempt to establish a CODE OF ETHICS for all members of the Association and for all who use the mails.

We know that the Executive Committee is considering such a move. We'll try to help it along with a few suggestions.

!!

On page 28 of this issue, we report on the successful conclusion of a long crusade to wipe out the phony directory publishers' racket. For a time this was practically a one-man fight . . . later assisted by the Better Business Bureaus. It shouldn't be a one-man fight. It should be a combined and continuing *Association effort* to keep the mails clean of fraud . . . so that public confidence in mailed appeals will not be destroyed or seriously damaged. The Postal Inspectors can't do the whole job. With their limited manpower and powers it's a miracle they accomplish as much as they do. And some borderline cases do not come within the province of postal inspection. Many of the misrepresentations and shady selling tactics are "just within the law."

By establishing a definite, understandable code of ethics—publicizing it, giving it stature by allowing the use of a code of ethics symbol or seal—the

Association would automatically spot-light all the misusers of the mail who could not be eligible to use the "adherence symbol."

!!

We think the officers of the Association should select a top-bracket committee to study and plan a code of ethics. Such a committee should have legal counsel and should be prepared to set up a Board of Arbitration to handle complaints.

The phony directory-publisher racket was only a drop in the bucket. Here are a few others to consider:

Topping the list of present-day disgraces are the charity rackets . . . revealed in all their ugly details during the past three or four months.

Some way should be found to stop (by negative publicity if not by law) the mailing of unordered merchandise. It has been revealed that the mailing of fountain pens, address stickers, etc. for the National Kids' Day Foundation cost the "charity" more than the dollars collected from the suckers. In other words . . . the promoters and manufacturers of the gimmicks got all the hundreds of thousands of dollars collected from the public. AMVETS, D.A.V., Gold Star Wives Service Foundation and others, continue to mail all sorts of gimmicks to embarrass the recipient into a forced donation. All sorts of fringe organizations are mailing pencils, shoestrings, neckties and obviously counterfeit signed contribution books ("please return"), in an effort to milk the public out of funds which in too

many cases go largely to the promoters. They follow up with irritating collection mailings, "Either return our ties, or pay for them." These things decrease respect for direct mail. They should be stopped.

The Association, with a code of ethics denouncing this type of fraud, could deny membership and its "adherence seal" to any organization using the deceptive unordered merchandise racket. And automatically . . . the Association should also deny membership to any producer (printer or lettershop) whose love for the pocket-book was stronger than his conscience.

!!

That is, the producer members of DMAA should agree not to accept jobs from organizations which operate in an unethical manner for the sake of profit. The list brokers should refuse to negotiate rentals for firms who do not abide by a respectable code of ethics.

The producers, going a step further, should agree also not to accept jobs which are detrimental to the security and safety of the country. Such as subversive campaigns, or disruptive campaigns with anti-Catholic or anti-Semitic tones.

We'll gladly turn over our files on rackets and frauds to any Ethics Committee set up by the DMAA. And we feel sure the National Better Business Bureau files will be available . . . with their shocking reports on "financial statements." We'll even present to the members of the Committee a nice free collection of wallets,

pencils, neckties, shoestrings fountain pens, pennies and what not sent to us by indignant and irritated mail receivers.

The job will not stop with the charity rackets. One of the most ticklish will be to decide once and for all what is right and what is wrong on the promotion of "free" premiums, trial offers and high-pressure ballyhoo. What is a free premium? What can be done to eliminate the irritation caused by deceptive appeals and confusing order blanks which obligate the signer for more than the appeal reveals at first glance? The situation has gotten so bad that one publisher recently announced a discontinuance of mail subscription appeals because the officials refused to compete with the flood of tricky and deceptive offers.

To establish a code on that one point may cause a battle royal at a direct mail convention mail order departmental... but it would clear the air.

There are so many other points to attack. Too many to mention. Here are a few: The bulb and nursery-stock sellers who defraud public with untruthful descriptions. The mail order sellers who write letters describing a product and wind up by saying the product *will be shipped unless an enclosed card is returned* "declining the offer." (That's actually being done.) The mail order sellers who "double or triple the order." They try to make adjustments (?) after complaints. (That, too, is being done.)

There is a whole rash of geographically scattered new publications (seemingly connected in ideology) which write for pictures and information about products and then the recipient finds he is charged for reproduction rights. There's at least one publisher of an expensive service sending out phony numbered invoices on safety paper which is even worse than the directory racket.

The mails are still flooded at times with lottery offers... in spite of Post Office Inspection Department. Many are outright frauds in addition to being illegal. The public should be warned.

!!

The code of ethics should of course protest against the use of the mails for pornographic and vulgar material. Every member of the DMAA should attempt to help the Post Office get rid of the trash. When one is stopped, two or more spring up elsewhere. And somewhere along the line list handlers cooperate with these fellows by buying or renting their names

for sensational sex books and what not. That, too, should be a violation of the code of ethics.

The direct mail woods are full at present with all sorts of rackets for the unwary. One group of interlocking promoters is offering unlimited opportunities to make money at home addressing envelopes. The suckers must buy a three dollar manual to "learn the business." Then they find out that they can address circulars for the publisher of some phony magazine or of the same sucker manual and get a commission of 50% on all orders received *after they have done the work and paid the postage*.

Another chain-effort outfit is offering \$25 franchises to go into a trouble-free mail order business. All you do is mail out the sure-pull circulars and the promoters ship the goods with your label. If the idea is so hot, why don't the promoters take all the risk and all the profits?

!!

This may sound like a sermon... or like The Reporter has turned to witch-hunting. We don't mean it that way. We are not pessimistic. We can find plenty to shout happily about. Direct mail is a great medium. The majority of direct mail users are honest and entirely ethical. But direct mail is being hurt by the shady practices of an alarming minority. The honest should be protected by a seal of adherence to a dignified code of ethics. The dishonest should be smoked out by publicity and by being denied partnership among those who uphold and defend a code of ethics.

I don't want the job of drafting the code of ethics. It should be turned over to an impartial committee somewhat removed from too close contact with the field of direct mail. A committee with no axes to grind, but willing to listen to and arbitrate with all who have axes to grind. Someone like Maurice Baum of Kent University, who edited "Readings in Business Ethics," would make a logical chairman.

The Reporter will continue to campaign alone... as long as necessary. We are not afraid of libel suits (or threats) as long as we get facts. But we'd be a lot happier if this crusading for *clean mail* became a combined effort of an aggressive, wide awake, courageous Association. We believe the DMAA and also the Mail Advertising Service Assn. are headed in that direction.

Time is important. Move rapidly.



When we Plan and Create your direct advertising, the moderate outlay for these services is undoubtedly less than the salary you'd have to pay a fairly inexperienced assistant, these days. And our production know-how brings further savings. It by-passes costly extravagances which lure the unknowing but which add little or nothing to profitable results.

Write or phone TODAY for a FREE portfolio of samples of what we do for businesses large and small. Who knows — it may be an eye-opening experience.

### PHILIP J. WALLACH COMPANY

Direct Advertising • Sales Promotion  
220 Fifth Ave., New York 1 • MU 9-6122

Member DMAA • Associated 3rd Class Mail Users



Often the only representative of your business or service is your salesman or your letter. You are judged by them. Wouldn't you like to see how your letterhead compares? Send for our new Portfolio containing samples from our "Library of Famous Letterheads". There is no charge for this Portfolio... and no obligation to buy. We'll send you a copy to get acquainted with you... and to have you see for yourself what Peerless is doing for letterhead buyers from coast to coast. We'll show you what is being done... and what might be doing for you. You may feel it is easier to buy locally. We know that to get your business we will have to save you money. We'll do that. We'll do that... and more. Send for the portfolio now. When you get it, you'll be able to decide if your present design needs a complete overhauling... maybe it does... or perhaps it's just what you're looking for. The Portfolio is yours to compare by writing on your regular business letterhead.

PEERLESS LITHOGRAPHING COMPANY  
4301 Diversey Ave., Chicago 36, Illinois

### PONTON'S CONSUMER LISTS FOR BEST RESULTS

- 1,725,000 PROFESSIONAL PEOPLE
- 4,000,000 BUSINESS EXECUTIVES
- 15,000,000 HOME OWNERS
- 26,000,000 HOME MAKERS
- 10,000,000 CAREER WOMEN

W. S. PONTON, Inc.  
50 East 42 St. New York 17, N.Y. MU 7-5311

## ADVERTISING IN ACTION

The Reporter staff attended the Second Annual Advertising in Action Conference at the Waldorf Astoria Hotel, New York City, on January 16, 1953.

This Conference is sponsored by Standard & Poor's Corp., 345 Hudson St., New York 14, N. Y. The program was under the able direction of our friend, John T. McKenzie, advertising manager. Security brokers from all over the United States are invited to attend... and they attended in droves. A registration fee of \$10 is charged... but that includes a cocktail party and a fancy dinner at the Waldorf.

The audience looked like an overgrown departmental at a DMAA Convention. Many direct mail people were in attendance. List brokers, counselors, proprietors of production shops. Elmer Wheeler was a featured speaker during the morning and Cy Frailey gave his famous letter talk in the afternoon. DMAA President Les Suhler chaired the afternoon panel of experts. Direct mail was the main topic. He was assisted by well-known DMAAers, such as William Baring-Gould (Time), Walter Langsdorf (Tension Envelope), Francis Lambert (Kurt Volk), Morgan Lewis (O. E. McIntyre), Walter Drey, Bob Chase (Chase & Richardson), and others.

On the rostrum and active in the day's events was Paul Babson, Chairman of the board.

It was an inspiring day. Watching a large group of business men and women going back to school to learn how to do a better selling job.

The highlight of the day was the presentation of awards made to the brokers who have done through the past year the best merchandising job with any form of advertising. It is significant, or something, that the Oscar went to the brokerage firm which had conducted most of its campaign by simple postal cards. We are giving you the story of that campaign on this page.

We think John McKenzie and Standard & Poor's have set a pattern which many industries could follow. The Annual Conference is promoted all through the year with Advertising in Action Bulletins... a continuing series of how-to-do-it and what's-being-done items. As a result of this effort... the so-called tombstone advertising of the security business is fast disappearing.

## Case History Of A Simple Campaign

**Reporter's Note:** One of the highlights of the 2nd Annual Advertising in Action Conference was the playing of a unique sound recording. Months before the Conference, Ad Manager John McKenzie traveled around the country... visited brokers or attended local group meetings. Took tape recordings. At the Waldorf... pictures of individuals, groups or samples were shown on the screen while tape played. Here is word-for-word transcript of interview between John and Arthur Allyn Jr. in Chicago. Arthur's campaign won the top award for "best performance."

**John McKenzie:** "This interview is being held in the offices of A. C. Allyn & Co., Chicago, with Arthur C. Allyn, Jr., Partner.

"It's nice to be in Chicago again Arthur; it's nice to meet you again. I understand you had a very simple but effective post card mailing day during the year that has been a tremendous success with returns up to 15% and an average of perhaps 5%. I wonder if you'll tell us a little about it."

**Arthur C. Allyn, Jr.:** "Thank you very much, John. I'd be very happy to give you what I can on the subject. It's really nice to see you in Chicago—even though it is a rather terrible day here today."

"We have been mailing double post cards for the last two and a half years. Until recently this has been a trial affair and we had not mailed a tremendous number. However, during the course of this year we have start-

ed a rather intensive campaign which has built up to a mailing of approximately 10,000 a week. I think the first thing I should talk about should be the results...

"We mailed a series of mailings on different electric light and power companies in Wisconsin and Iowa during the last year on which we've kept detailed costs and returns. An example that is most interesting is the results obtained from the town of Baraboo, Wisconsin on a mailing of Wisconsin Power and Light—which company serves Baraboo. In a mailing of three thousand cards, which incidentally were mailed to the telephone subscribers in that town and were taken directly from the telephone directory, we had a return of 130 replies. Fifty sales were made—that is 50 new customers—for total gross commissions of \$3,557.50. The total cost including the addressing, folding, postage, return postage, printing, plates and incidentals was \$146.40. This is typical of the direct mail results which we've been getting across the country.

"In Iowa the results were again similar. On a mailing of 8,000 to the same sort of a list we obtained 282 replies and 109 sales with total gross commissions of 3,561 dollars and a total expense of some \$740. Now this expense in the latter item was occasioned by the fact that the town that we covered was 200 miles from



our main office and we paid all of the salesmen's expenses—which were considerable for such trips. Even then we had a net of \$2,817 for total direct cost of only \$313.68.

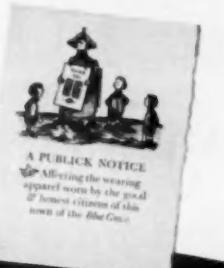
"We're embarking at this time upon a complete coverage of our offices with this direct mail system. The company which is to be promoted we think is the most important feature of any of these mailings. We are using the local utility company for the reason that it is the company with which the public does business every day, and whoever receives one of our cards is bound to have bought something from that company the very day he receives the card. This creates an automatic interest in the simple card.

Another factor that I think has helped somewhat is the fact that we've kept our cards simple and brief. We merely give them a shot on what the yield is and approximate price and offer them our most recent circular on the company. In any of these mailings, (or most newspaper advertising or radio advertising) the work of the salesman is what makes the job click. If he doesn't follow up the work and the leads that they have gotten for him—nothing that can be done is of any value."

**John McKenzie:** "Thank you Arthur. There is one angle that you mentioned before we started the recording that might be of interest. As I understand it, each card that is returned is worth about \$27 to your organization . . . and when the salesman goes in on a lead, as a rule, he sells issues other than the advertised issue. Is that correct?"

**Arthur C. Allyn, Jr.:** "That is correct, John. Our average gross commission earned per card returned is really 27 dollars. This also means in terms of our return that each card mailed is actually worth a dollar to us in gross commissions. The actual cost, incidentally, of mailing each card does not exceed five cents. Oh yes, John, you asked another question, too, with respect to other issues that may be sold, other than the one promoted in the card. Our salesmen routinely accomplish this fact. We're selling, for example, investment trusts, other industrial securities, other utility stocks, and for this reason we do not feel that it makes much difference what commissions we can make off the stock that is being promoted because the salesman has an opportunity to sell what is best suited to his prospective customer's need.

Here are two examples of what designers are doing with Hamilton Text and Cover Papers.



The "Publick Notice" announces the opening of a new department in a Lexington, Ky., store, while the TWA Flight Kit is a portfolio of information for TWA Skyline passengers.



Announcements and portfolios are but a small part of the many and varied uses for these beautiful papers. Folders, booklets, annual reports, house organs, broadsides—all direct-mail media gain in distinction and character when printed on these attractive papers with their luxurious "feel."



Announcements on Hamilton Text and Cover Papers always benefit when you enclose them in matching envelopes.



**W. C. HAMILTON & SONS**  
MIQUON, PA. • OFFICES IN NEW YORK, CHICAGO, LOS ANGELES

# Direct Mail Progress Report



BOSTON Direct Mail Day was a sell-out

Ever since the DMAA Convention in Washington last October . . . local *organized* direct mail activity (or planning) has been bursting at the seams. It's been talked about for years . . . but now things are clicking.

Most significant recent development: The organization of the *first local* chapter of the DMAA.

On Tuesday, December 9, there was a meeting at the King Edward Hotel in Toronto, Ontario. Larry Chait of Time, Inc. (vice-president of DMAA) represented the Association. Past-president of DMAA, Harry Woodley of Montreal, attended. Present were fifty local members of DMAA. Under the guidance of Fred Kirby (Saturday Night Press) and others, it was decided to organize a formal, legal entity . . . a branch of the Direct Mail Advertising Association.

The following officers were elected:



Irvine Twilley

President of first official local DMAA chapter

President—Mr. W. Irvine Twilley, Advertising Manager, The Lowe Brothers Company Limited, 263 Sorauren Avenue, Toronto 3.; First Vice-President—Mr. Wesley Cutler, Public Relations & Publicity Manager, Abitibi Power & Paper Co. Limited, 408 University Avenue, Toronto 2.; Second Vice-President—Mr. Alex. S. Alexander, Advertising Manager, Gestetner (Canada) Limited, 117 King Street West, Toronto 1.; Treasurer—Mr. Walter C. Neilson, Canadian Sales Manager, Dun & Bradstreet of Canada, Limited, 159 Bay Street, Toronto 1.; Secretary—Mr. Arthur J. Francis, President, Mailways, 200 Adelaide St. West, Toronto 1, Ont.; and Howard S. Mark, The Canadian Vice-President as ex-officio member and liaison with DMAA International.

A committee was appointed to act with DMAA in developing a charter and by-laws, and in working out financial details. Formal meetings will be held on second Tuesday of each month. We'll report on progress . . . as further steps are taken.

In the meantime, the Executive Committee of the DMAA has set up a committee to work out procedures for the establishment of local direct mail chapters. We've seen some of the detailed proposals made by Larry Brettner and others. May take some time to iron out all the wrinkles . . . but there is a definite trend toward more and more local direct mail clubs or chapters. About time. We'll keep you advised.

Also progressing are plans for more formalized "direct mail days" around the country. Philadelphia had a most successful "day" in November, as previously reported here. The Boston "day" on January 12 was a knockout. Held in conjunction with Ad Club. Biggest luncheon meeting in years. (See picture). John Yeck of Dayton, president of the Mail Advertising Service Association, was principal speaker . . . with other headliners on afternoon program like David Zingg (Unit-

ed Fruit Co., New York City), A. M. Andersen (Reuben H. Donnelley Corp., Chicago) and L. T. Alexander (E. I. du Pont de Nemours & Co., Wilmington, Delaware). Donald Segal of S. Cupples Envelope Co. was General Chairman and did a hang-up publicity job.

Detroit is having its "day" on February 13, and New York will have its first on May 6 at the Waldorf-Astoria with MASA and DMAA groups participating.

Since the subject is occupying the minds of so many direct mail enthusiasts . . . we think it's appropriate to reproduce here part of the transcript of the meeting held in Washington on October 8 with leaders in MASA and DMAA circles participating.

Ed Husen of Detroit gave a simple description of the problems of staging "direct mail days." Here it is:

For seven or eight years we have put on a direct mail day in Detroit. That program in Detroit has been handled in connection with the Advertising Club meeting. The Advertising Club meets every Friday. We have been able to get them to turn over one meeting of the year for direct mail. Most of the other meetings are devoted to other media, of course, and other subjects. We found that putting on a direct mail program does stimulate a lot of interest, or brings to the surface a lot of latent interest in direct mail. We don't get as big crowds as we think the day deserves, but we get about as big crowds as we can handle. At our last direct mail day meeting held this year, we had some 250 reservations for the day's program, which filled our meeting room, in addition to some 200 to 300 more, who attended the luncheon.

The people who registered for direct mail day are not so much the producers of direct mail, not so much the graphic arts people, but the people in businesses and advertising departments, proprietors and owners and directors of large and small businesses. We get some students, but not too many. We get

a good response from the big organizations. For instance, the Burroughs Adding Machine Company sent ten people from their advertising department to the direct mail day program.

We try to put on a good program, because we want people to recognize that it is a good program, so that in following years we will get back the same people and others. We know that if we don't have a good program, if we don't have a good variety of speakers on various phases of direct mail, people will say, "Well, I didn't get much out of it," and they won't come. So the procedure is very simple. We simply get the Advertising Club to set aside one day for a direct mail day; then we get the other organizations in the city who are interested in advertising, such as the Women's Advertising Club, the Graphic Arts Association, the Mail Advertising Service Association, the industrial advertisers, and any other organization which has any interest in advertising or direct mail. We get them to act as sponsors. We compile a list of the members of the Advertising Club and the members of the various organizations. We cross-check them to eliminate duplicates, of course. Then we add a number of business firms who we think will be interested in a direct mail day. We send out to them an invitation, containing the program, with a return card, and the reservations come in. We mail some 4,000 invitations, and we got about 250 reservations, which was about all we could handle.

The speakers were selected carefully. The first thing we do is set up a list of subjects on which we want speakers, so that we build our program on the idea of variety of direct mail subjects, rather than on a variety of name speakers. We start usually with talks on mailing lists, talks on copy preparation, and we like most of all to have speakers who can talk definitely about a particular direct mail program, or a particular direct mail campaign. We like speakers who have something to show in addition to what they have to say. We have been able to get a good many speakers from year to year who have slide films, who have blackboard talks, who have samples of materials, etc.

We have three speakers in the morning, which we think is enough, because we like to allow a moderate time for questions and answers and discussion. We have three speakers in the afternoon. We have one speaker, whom we call our principal speaker, at the luncheon at noon. Of course, that luncheon is attended by a great many members of the Advertising Club who don't register for the whole day's program.

In some years past we've had just a half day's program, starting with the luncheon, and then having three or four speakers in the afternoon. We found, however, that we get far better registration for all day programs and a little more money. We charge just enough registration fee to cover expenses and a little more to pay for the luncheon. We pay, sometimes, a little expense money to speakers from out of town. But as a rule we've had very good speakers, and we've had very good response on the part of the people who have registered. Last year we sent a letter to every registrant, asking for criticisms and suggestions for future direct mail days. We received a large number of letters, practically almost 100% were favor-

(Continued on Page 27)

## TENSION INVENTIONS



SETBACK GUMMED SEAMS  
ALLOW FOR TRIM



ENVELOPES To Save  
You Labor, Speed Service,  
Help Prevent Mistakes!

## This is "BOUND" To Get Results!

A Tension Envelope  
Combined with Detachable  
Order Blank To Bind  
in Your Catalog



(You can even trim it with the pages!)

Now your order blank and return envelope can be part of your catalog! Bind them with your catalog. Trim them with your catalog. The straight edges of the "Book-velope" guide through a stitching machine easily. The distinctive "setback" seams eliminate one thickness of paper . . . keep your catalogs from "bulking up." You'll discover the "Book-velope" is easier for you to use . . . easier for your customers to use. They appreciate the security a fully-sealed envelope provides when sending their payment. If you sell through a catalog . . . you'll want to see a sample of the "Book-velope." Write for it today!

## TENSION ENVELOPE CORPORATION

New York 36, N.Y. St. Louis 10, Mo. Minneapolis 1, Minn. Des Moines 14, Iowa Kansas City 8, Mo.  
45-16th Avenue 501 Southwest Ave. 1400 Marquette St. 101 Grand Avenue 16th & California St.

CLEVELAND  
DETROIT  
TORONTO

No. 2 of a series

## THE REPLY-O-LETTER

150 W. 22nd St., N.Y. 11, N.Y.

J. J. Kent  
1234 River Rd.  
Honesdale, U. S. A.

Renewal subscriptions are the life blood of any magazine. This is particularly true of

## Harper's MAGAZINE

which is edited for a highly selective readership. Says John Jay Hughes, Assistant to the Publisher.

"We knew Reply-O Letter's effectiveness for our new business efforts. Its performance in our renewal series is equally effective. Our series of seven REPLY-O Renewal Letters raised our renewal average by 16 percentage points."

Other leading publishers - and leaders in business and industry too - find that REPLY-O LETTER expends less postage per mail dollar. Procter & Gamble, Remington Rand, Air Reduction, REPLY-O users of long standing are all

Their immediate aims may differ. But when they want inquiries, orders, or answers to questionnaires the country's top advertisers turn to REPLY-O LETTER

We'll gladly send you samples and a copy of our booklet. "IT WAS ANSWERS HE WANTED."

*The Reply-O Letter*



DOWN THE HILL, a dry-point etching by Grant Reynard.

## *Artemis Text and Cover*



*Mohawk  
Paper Mills*

Its genuine felt mark brings an extra measure of distinction to fine printing. The broad deckle edge adds a look of handmade quality. Plain edge is available, too, for close register work on modern presses. Clear white or one of six soft shades will blend smoothly or contrast gracefully with an infinite variety of printing colors.

able. The unfortunate part of it was we got very few criticisms. They all were kind enough to say they enjoyed the day and hoped we'd have another one.

Many other good ideas were advanced at that Washington meeting. In the works... is the preparation of a manual to guide all local committees who want to organize "direct mail days." Past experiences, programming, publicity, finances, etc. Will report later when manual idea is an accomplished fact.

At any rate... it's encouraging to see the trend toward local DMAA chapter and/or local direct mail days. Direct mail is a big medium now (more than a billion dollars a year) and more people are going to know more about it in the days and months and years to come if the present enthusiasm continues.

Note: Next month we'll give you a report about the Detroit "day" on February 13. Also a complete coverage of the most unique Board Meeting ever held by the Direct Mail Advertising Association (February 12). President Lester Suhler is determined to demonstrate that the affairs of the Association (with all the changes noted elsewhere) are not "secret" or conducted behind closed doors. To the Board Meeting he invited all the members of the Association in the surrounding area and any others who are interested in direct mail. Full day proceedings of the Board will be open to the public and the press. Great idea. Such leadership deserves applause and support.

### "JUNK" MAIL

During the period when the Postmaster Generalship was held by Jesse M. Donaldson, there was quite a furor over his use of the term "junk mail" during Congressional hearings.

When the ex-Postmaster General appeared before the DMAA Convention in Washington he defended his position and claimed he used the term only in quoting a letter received from some member of the postal service. Ed Walker, president of Kozak, Inc. (P. O. Box 231, Batavia, N. Y.), tells us that all this may have been a tempest in a teapot. He sends us a quotation from a book by Virgil Geddes, titled "Country Postmaster," published by Austin-Phelps in 1952. On page 172 appears this information:

All postmasters and employees

have a volume of mail that is regularly referred to as "junk." This "junk" is not treated as such but is carefully delivered, carded or returned, but even when it arrives fresh from the printer in color-plate lithograph illustration, it receives its classification immediately as "junk" and actually it is third class advertising matter that

arrives in quantity . . . .

So maybe ex-Postmaster General Donaldson was improperly blamed. In every industry there are pet terms which are un-understandable to the average layman. It's just unfortunate that postal employees decided on "junk" as the term for direct mail. Volume has grown and it is being distributed in spite of the definition.

## NO SEALING PROBLEMS WITH THESE BOND ENVELOPES

Academy	Ezerase	Old Hampshire
Acceptance	Fineweave	Old Treaty
Advance	Forward	Parsons
Advocate	Greylock	Parsons' Scotch
Agawam	Guardian	Linen Ledger
Artesian	Hammermill	Permanized Parchment
Atlantic	Hammermill Cockletone	Permanized Opaque
Brightwater	Hamilton	Plover Bond
Brightwater Script	Hamilton Script	Plover Letter
Brown's Linen	Heritage	Quality
Brown's Fine	Highway	Ravelstone
Certificate	Holmesdale	Research
Chieftain	Laconia	Shelburne
Clydesdale	Lenox	Strato Air Mail
Cockletone (Hammermill)	L'Envoi	Success
Cold Springs	Linen Record	Surety
Congress	Lynflax Parchment	Surrogate
Contract	Management	Titan
Coupon	Merit	Trojan
Defiance	Millbrook	Valley Forge
Delvelope	Millers Falls	Valley French
Densor 25 Opaque	Millers Falls	Victoria
Densor 50 Opaque	Opaque Parchment	Volume
DeVinne Smooth	Neenah	Weston Bond
Diamond	Old Council Tree	Weston's Opaque Script
Edgemont	Old Deerfield	Whippet
Edgeworth	Old English	White Crest
Empire	Old Hampden	Winchester
Esleek Air Mail		

Now all your bond paper stationery — from 100% rag to sulphite — can have perfectly matching envelopes that seal perfectly every time... thanks to GRIP-QUIK, the special U.S.E. seal flap gum that *really* seals bond envelopes.

But you'll find GRIP-QUIK only on envelopes made by U.S.E. Look for this insert in every box of bond envelopes you buy.



UNITED STATES ENVELOPE COMPANY  
SPRINGFIELD 2, MASSACHUSETTS  
14 Divisions from Coast to Coast

E-1A



## RACKETEERS ON THE SKIDS

It has taken a long time to accomplish . . . but one of the biggest irritations in the mail is now being eliminated.

For a number of years The Reporter has been griping about and crusading against the classified directory publishers (?) who mailed circulars which resembled legitimate commercial invoices, but who seldom, if ever, published a directory. The Reporter asked all of its readers to send in specimens of all such phony invoices received. We worked closely with the National Better Business Bureau. The local BBB's also sent in evidence to Jack Burke in the legal department. This central clearing house kept submitting all the material collected to the Postal Inspection Division of the Post Office Department.

After thorough investigation the postal inspectors and the Solicitors of Justice finally acted. The Postal Bulletin of January 6th, 1953 conveyed the good news that domestic fraud orders had been issued against the Classified Business Directory publishers in Atlanta, Ga., Newark, N.J., Brooklyn, N.Y., Cincinnati and Cleveland, Ohio.

The January 15th Postal Bulletin listed five fraud orders against Classified Directory publishers (under several different names) in Stamford, Conn., Chicago, Ill., Union City, N.J., New York, N.Y. and Easton, Pa. The fraud orders mean that these organizations will be out of business. They can no longer receive mail. They can no longer obtain the checks mailed by innocent victims who thought they were paying for a listing in a legitimate directory.

This doesn't mean that the fraud has been wiped out entirely. We were

still receiving mailings from the first group mentioned above postmarked after the January 6th date. There may be fringe organizations in other cities. Or the racketeers may have the gall to start again under new names or addresses. So watch your mail. Alert your accounting department. If you receive any more circulars for directory listings which appear to be bills, examine them carefully and send the evidence to us. We'll continue to work with the NBBB.

It wouldn't do a bit of harm for you to take a minute out of a day's work and write a congratulatory letter to Jack Burke, National Better Business Bureau, Chrysler Building, New York 17, N.Y. He has done a wonderful job. He deserves a pat on the back. Also a letter of praise to the Chief Inspector, Post Office Department, Washington, 25, D.C. would be appropriate. We need these good people helping to keep the mails clean . . . so that public confidence in mailed appeals will not be destroyed.

## WARNING!

*(Especially To House Magazine Editors)*

A year ago . . . we editorialized on the deadness of a Christmas mailing delayed in the mails until after the New Year. Many took our advice and mailed early. House magazines with Christmas covers, or messages, started arriving in late November and early December. But too many of you got caught.

We didn't count the ones which arrived between Christmas and New Year's Day . . . the Holiday Season. But between January 2 and January 20, we received exactly 46 house magazines, or special Christmas brochures, with Santa Claus or other symbolic

covers, and with the usual Christmas messages.

Had a notion to print the names of all latecomers . . . but didn't want to embarrass you. Some of the best-known house magazines in the country were included.

You might as well mark it down on your calendar for next year. The December mails are slow. The Post Office gives priority to first class. If you want your holiday message to be appropriate, put it in the mail earlier than usual. Otherwise, your best efforts are as forlorn as a dried-out, bedraggled Christmas tree.

## A MINOR COMMITTEE?

The new Senate has placed the Post Office Committee in "the minor category" by appointing 11 instead of 13 members. (That's to get around the rule that no Senator can serve on three major committees. He can, if one is in minor category.) The problems of the Post Office are anything but minor, if anyone cares to know.

The makeup of the new Senate Committee is as follows:

### Republicans

Frank Carlson, Chairman (Kansas)  
James H. Duff (Pa.)  
William Jenner (Ind.)  
John S. Cooper (Kentucky)\*  
Dwight Griswold (Nebraska)\*  
William Purtell (Conn.)

### Democrats

Olin Johnston (S.C.)  
Matthew Neely (W. Va.)  
John O. Pastore (R. I.)  
Mike Monroney (Okla.)  
Price Daniel (Texas)\*

\* Denotes new members.

The House Committee will be chairmaned by another Kansan, Representative Edward Rees. Names of members will be announced later.

**PIONEER-MOSS**  
PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

# How To Improve Your Business Letters

**Reporter's Note:** While we were interested in the subject of letter writing manuals... we happened to stumble on this interesting article on improving business letters in the January issue of *Methods* magazine, published at 141 East 44 Street, New York 17, N. Y. General Manager William Kline gave us permission to reprint since our readership is different. This article may convince you that your company needs a letter writing manual, a guide, a course... or something. Incidentally, *Methods* magazine is interesting. A monthly. Five dollars per year. Now in first part of second year of publication. Directed to top management level... and covers all types of methods for improvement of efficiency.

You've probably never considered yourself a "man of letters" but the facts of business life today show that you are. Statistics indicate that 85% of American business is carried on by mail. Therefore, the letters you and your employees sign can do your business more harm or more

good than any other office operation in your firm.

Realizing this fact, the Mutual Life Insurance Company of New York decided to do something constructive about it. They are not the first or the only business that have faced up to the need, but the method they worked out under the guidance of R. H. Morris Associates, Correspondence Consultants, is interesting.

## Block That Metaphor

R. H. Morris Associates first made a frontal attack on "internal language," that technical and legal jargon that had been part of insurance correspondence for years. From this starting point, they went on to completely overhaul the company's methods of correspondence. The results? Summed up in a phrase—the humanizing of a corporation.

Today, Mutual Life of New York can point to these facts: they are able to reply to letters 97% to 99% faster than ten years ago, thanks to a new system of "time control." A standard of answering all letters within three business days has been set. All departments keep track of incoming and outgoing letters. A record of how many days it takes to answer a letter is kept. At the end of each month the records of each department are tabulated. Each department is rated, using three business days as a basis. All department heads are sent copies of the rating sheets. Departments falling below 90% efficiency are gently prodded into doing better. A heavier hand is used if the lazy practices continue, but competitive spirit usually suffices.

## Measurable Savings

Mutual also finds that the quantity of letters being sent out is less because the first letter is getting over their "message" thus doing away with the need for a second or third letter. For example, they recently made changes in their automatic premium policies. Letters sent out from the six or more departments involved were not uniform and were not making the changes clear to the reader. All the departments were brought together and a simple, clear "guide letter" was drafted which could be used in all departments, allowing for slight indi-

## CUMBERSOME WORDS THAT DEADEN YOUR LETTERS

INSTEAD OF	USE	(4 syllables — 11 letters)	With	(1 syllable — 4 letters)
" Ac' com' pa' nied	Done	(3 " 12 "	"	4 "
" Ac' com' plished	Re'ply	"	"	5 "
" Ac' knowl' edge	An' swer	"	"	6 "
" Ac' knowl' edg' ment	Told	"	"	4 "
" Ad' vised	Write	"	"	5 "
" Com' mu' ni' cate	Let' ter	"	"	6 "
" Com' mu' ni' ca' tion	Fin' ished	"	"	8 "
" Con' sum' mat' ed	Help	"	"	4 "
" Co' op' er' ate	Use	"	"	3 "
" Ex' er' cise	Ends	"	"	4 "
" Ex' pires	Sent	"	"	4 "
" For' ward' ed	Gave	"	"	4 "
" Fur' nished	Both' er	"	"	6 "
" In' con' ven' ience	Check	"	"	5 "
" In' ves' ti' gate	Mem' o	"	"	4 "
" Mem' o' ran' dum	Terms	"	"	5 "
" Pro' vi' sion	Check	"	"	5 "
" Re' mit' tance	Ask' ed	"	"	5 "
" Re' quest' ed	Sent	"	"	4 "
" Sub' mit' ted	Proof	"	"	5 "
" Ver' i fi' ca' tion		5 "		

## MAKERS OF VARI-TYPER PRODUCE NEW OFFICE MACHINE

The new DSJ Composing machine, designed and manufactured by Ralph C. Coxhead Corporation, makers of the world-famous Vari-Typer, has ushered in a new era for producing printer's style composition for use in photo offset, direct litho-plate, mimeograph and xerography.

Thousands of the nation's leading business firms are using the Coxhead Composing machine, and have cut 25% to 75% from the cost of producing books, pamphlets, house organs, direct mail material, promotion pieces, sales reports and forms of every kind used in the modern business world.

The DSJ supplies a wide variety of type faces in many different sizes, and in foreign languages, too, composing type for any method of reproduction. It has the advantage of speed, low cost, and the fact that an office secretary can operate the machine after a brief period of training.

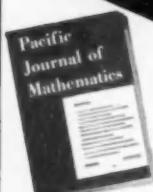
Like the standard Vari-Typer, also made by the Coxhead Company, the new DSJ Composing machine produces clean, crisp type faces that can be used for reproduction in the most meticulous work. "Differential spacing" automatically spaces out the characters to allow for their varying width, like a linotype machine. Also there is automatic justification of the right hand margin so that it is identical in this respect with printer's type.



Not only is the machine used for composing copy for pamphlets and books, like those illustrated above, but it is widely applied for business forms of all kinds. In the case of tabular and ruled forms, the cost is less than fifteen per cent of printer's type setting.

This column of type was composed on the Coxhead DSJ and the heads photo composed on the Headliner.

### IF YOU BUY ANY OF THESE PRINTED PIECES



- CATALOGS
- DIRECT MAIL
- BOOKLETS
- PRICE LISTS
- HOUSE ORGAN
- NEWS-LETTER
- BULLETINS
- MANUALS
- PARTS LISTS
- FORMS



YOU CAN SAVE  
25% TO 75%  
ON PRINTING COSTS  
and we can prove it!



Body copy produced on  
DSJ Model. Headlines  
photo-set by Headliner.

RALPH C. COXHEAD CORP.  
720 Frelinghuysen Avenue  
Newark 5, New Jersey

Please send me Vari-Typer Booklet C

NAME.....

ADDRESS.....

CITY..... ZONE...STATE.....

vidual changes. The number of second and third letters sent out was cut almost to zero.

It follows, that with fewer letters being sent out, more people can be taken away from the job of letter writing and put on other projects. Mutual has also found that public relations had improved immeasurably as shown by the decrease in the number of abusive letters received monthly. Ten years ago the average was 300; today it is less than a dozen, although the volume of business done has increased 40%.

At the same time, the number of letters able to be handled by a worker has been doubled. *Measurable* savings for a year can be put at about \$85,000.

#### How The Program Works

How did these things come about? Let's follow the process step-by-step. The company was handled by divisions, given the same tools of the trade for better writing, modified and adapted, of course, to meet particular problems. Consultation with Mr. R. H. Morris for all employees from division head to the newest worker, was the first step. These talks took place during business hours and consisted of a lecture, often with slides, on the meaning of and the ways to achieve good writing. At certain intervals, usually every two weeks, outgoing letters were analyzed by Mr. Morris, and those workers needing additional help were given the benefit of further consultations. Recently, to supplement the consultation, a monthly bulletin dealing with good writing, "The Letter Clinic," serves the purpose of reaching the individual worker and keeping him abreast of the old rules he learned in consultation and of the new trends in correspondence. "The Letter Clinic" can be kept on file and easily used when a problem arises; whereas the ideas exchanged at a group consultation are often forgotten.

#### Rules Of The Road

The consultation and "The Letter Clinic" stress above all the need to approach letter writing with common sense. They emphasize that the extremely formal letter is a masterpiece of dullness . . . that being complex is not being courteous . . . that the positive tone is better than the negative . . . that before dictation, thought is necessary . . . that "tone" is important, not length . . . that enough said is enough said.

#### The Guide Letter

The "guide letter" is an essential part of the Mutual correspondence

program. It's *not* a form letter by any means. It *is* a set of rules, key phrases and ideas that enable the writer to express his personality and "message" within an acceptable framework.

One of the main stresses in the Mutual correspondence program has been and still is to avoid the "sandpaper" phrase. The use of the wrong word rubs people the wrong way. Examples: Don't say, "You failed or neglected." No one likes to be told that he is careless or forgetful. Something like "It was not enclosed," or "no doubt it was just an oversight," has been found to do the job much better. And don't say, "You appar-

ently did not understand." You might as well call your reader a fool. "Apparently my letter was not too clear," has been found to work much better.

### Summing Up

The Mutual correspondence program has been an outstanding success. We have mentioned the measurable savings figure before — \$85,000. Just as important, maybe even more so, has been the increased awareness of Mutual of the need in the modern business world of solid "human relations" or public relation.

## DIRECT MAIL VOLUME

Now that the December 1952 figures are available, we will give you below the comparative monthly direct mail volume figures for the past three years. By comparing the various months, you will be able to see how direct mail has grown or is growing, and in what months direct mail reaches its peak.

	1950	1951	1952
January	\$ 77,378,375	\$ 90,672,133	\$ 99,516,152*
February	70,613,089	80,379,898	95,709,310*
March	83,437,110	94,396,448	100,214,425
April	75,895,856	87,687,886	97,849,353
May	76,452,347	87,746,885	94,530,640
June	74,459,576	85,151,810	89,120,702
July	69,928,571	78,676,791	88,664,382
August	75,937,938	86,832,775	91,468,973
September	75,738,875	85,160,242	99,862,486
October	85,752,037	102,049,878	112,670,142
November	85,980,128	97,370,182	101,134,574
December	67,086,578	80,171,898	100,347,845
Total	\$918,660,480	\$1,056,296,826	\$1,171,088,984

\* January and February figures previously published were adjusted. 1952 showed an increase of 10.8% over 1951.

As a further indication of direct mail growth, you might be interested in some other statistics. This reporter has obtained from the Cost Ascertainment Division of the Post Office Department all of the figures on the *number of pieces* of mail handled since 1930. (With separate counts for each class of mail.)

Since direct mail is largely made up of first and third class, we will give you a few significant details.

In 1930 first class mail accounted for 16 3/4 billion pieces. Third class mail amounted to 4 1/3 billion pieces.

In 1940 first class mail had decreased to 15 1/5 billion. Third class was 5 1/2 billion.

By 1950 first class mail had grown to 24 1/2 billion pieces, and third class had jumped to 10 1/3 billion.

The figures for 1951: First class, 25 1/2 billion. Third class, 10 1/2 billion.

1952 figures (piece counts) will not be available until some time in April.

From those statistics you can see how the Post Office has grown and how direct mail has been partly responsible for that growth. Incidentally, the grand total of all pieces handled by the Post Office in 1951 was exactly 46,908,410,402. A whale of a lot of mail!

## MAILING LISTS for Every Purpose

### 1500 DIFFERENT CATEGORIES

Airplane Owners	Home Owners
Alumni	Housewives
Architects	Installment Buyers
Authors, Writers	Mail Order Buyers
Book Owners	Mail Order Houses
Bushmen	Manufacturers
Business Executives	Munition
Business Women	Manufacturers
Buyers (Store)	Navy Prime
Canvassers	Contractors
Car Owners	Neighborhood Lists
Catholic Buyers	New Mothers
Cattle Breeders	Nurses
Charity Contributors	Office Workers
Church Societies	Political Western
Civil Service Lists	Professional People
Clergymen	Purchasing Agents
Clubs & Associations	Religious Groups
Club Members	Retail & Dept. Stores
College Alumni	Scientists
Contributors	Sportsperson
Defense Contractors	Stockholders
Doc. Owners	Teachers
Engineers	Trade-Agents
Factory Workers	Television Owners
Farmers	Top Salesmen
Fleet Owners	Treasurers
Fraternities	Veterans
Golfers	Wealthy Men & Women
Govt. Employees	Wholesalers

Write on your business letterhead  
for FREE Catalog

**DUNHILL INTERNATIONAL  
LIST CO., INC.**

565 Fifth Ave., N. Y. 17, Plaza 3-0833

## better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . .

Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA  
members nearest you, write

## Mail Advertising Service Association

18652 Fairfield Avenue  
Detroit 21, Michigan

MASA

# Pretty Sure of Yourself Aren't You, Junior?

Think tight-rope walking is tough stuff? Pshaw—it's mere child's play compared with some of the giant, economy-sized envelope problems G. C. has been called on to handle. No wonder the boss (that's him on the high wire) is so sure of himself; that he'll tackle anything. If it's envelopes, and envelope ideas, and envelope service you want—give us a buzz. After all, Garden City isn't known as The House of Envelopes—and Envelope Ideas . . . for nothing!



## SPECIALISTS IN ENVELOPES AND OUTSTANDING SERVICE

AIR MAIL  
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EVERY OTHER STYLE  
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3001 N. ROCKWELL ST. - CHICAGO 18, ILLINOIS - PHONE CORNELIA 7-3800

## FOR SALE

375,000  
Mailing List On  
Speedaumat Plates

For the following states: Arizona, Connecticut, Idaho, Iowa, Indiana, North Carolina, Texas, Utah, Wisconsin and Washington.

A comprehensive compilation for the above mentioned states comprising retailers, wholesalers, manufacturers, jobbers, institutions, banks, architects, doctors, attorneys, churches, hospitals, union offices, and all other types of businesses, professions, and institutions.

Arranged geographically and in alphabetical order by names.

An excellent list for blanket coverage.

\$18.50 per M — outright purchase of entire list on plates.

\$12.50 per M — addressing on labels or envelopes for testing purposes.

Write

**Reach-All Company**

3118 Quentin Road  
Brooklyn 34, New York



Carbo-Snap — gummed addressing label sheets — carbon interleaved, increase typing production by 50%! Excellent for large and small direct advertisers who use the same lists several times.

With Carbo-Snap, expensive machines, equipment, stencils and attachments are unnecessary. Requires no high priced operator. Typist simply inserts pre-assembled set into typewriter without having to collate label and carbon sheets. Bottom safety margin makes typing on all thirty three labels possible.

Typists like it — it increases their earning power. Employers like it — gives them more typed labels in a shorter time.

Try Carbo-Snap on your next mailing. Write for FREE sample and prices.

**PENNY LABEL COMPANY**  
9 MURRAY STREET  
NEW YORK 7, N.Y.

## THE MAIL ORDER MAN'S LAMENT

**Reporter's Note:** Some of our mail order friends should enjoy this poem written by Dr. Merle E. Parker, founder of the S.P.I. Foundation, Santa Ysabel, California, who sells inspirational books by mail. Many will agree that his Lament concerns a common headache.

I open the letter; out falls several dimes, Some nickels, a quarter, with merry, sweet chimes.

I wade through her letter, (it's more like a book!) To find what she's ordered I look and I look.

Ah! I have found it. It's here on page ten. I hasten to wrap up her order and then To carefully address it and send it airmail; But here is where woe comes into my tale.

At the top of her letter she's written the date, Her name, but no address excepting the state! Her name, it says here, is Mary Jane Roe, And her home is located in old Idaho.

No city, no village, no address, no street... But soon she will write me and call me a "cheat!"

It's happened before . . . almost daily it seems, 'Till I wake up at night giving blood-curdling screams!

I wait and at last comes the letter I knew Was bound to arrive for always they do. "I sent you an order," her letter begins, "And sixty-five cents for some jewelry pins.

"I've waited three weeks, and they still haven't come."

What kind of crook are you? You rascal! You bum!"

I pause in my reading to wipe off my brow, I reach for an aspirin. I'm wondering how

I ever got started in mail order work, And if I'll keep on without going "beserk!" Her letter continues, "You'd better come through, Or I'm gonna tell the Post Office on you!

"They won't stand for cheating, defrauding and such! They'll fine you aplenty . . . I don't know how much!"

I finish her letter and come to the end. Her order's all wrapped and ready to send.

I scan the last page; there's her name written neat.

I look at page one; I'm as white as a sheet! Slowly the room starts to fade and grow black. It's happened! It's happened I can't fight it back!

I stagger and stumble, then finally fall, Screaming loudly and wildly, "No address at all!"

They come and they take me, still mumbling and faint.

I feel like I'm dying. I'm sorry I ain't!

But now I'm so happy in my padded cell. It's soft and it's cozy. It really is swell. No worries, no headaches; my meals right on time.

Why, really I never did have it so fine!

But still I awaken sometimes in the night, All sweating and feverish and shaking with fright.

My screams echo loudly from hallway to hall, "No address! No address! No address at all!"

by **MERLE E. PARKER**,  
author and publisher (Mail  
Order) P. O. Box 7, Santa  
Ysabel, California.

Part two of the:

**Beginners  
Section**

# **HOW TO GET THE RIGHT START IN DIRECT ADVERTISING**

By Harry A. Bell

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**Reporter's Note:** In the January 1953 issue, we started this "Beginners Section" by popular demand. It is a revised outline on the course which Harry Bell has conducted for many years at the Price School of the Poor Richard Club in Philadelphia. The first installment covered Descriptions of Direct Advertising and the Basic Idea. If you will save all of these installments, you will have by year's end a complete training outline for beginners.

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(Continued from January 1953)

## **Section III**

### **To Whom Will It Be Sent?**

Before any intelligent preparation of a direct advertising piece or series of pieces can be begun, you must have in mind a clear picture of the people to whom it will be sent or delivered. There are two reasons *why* this is important.

*First*, you will have to understand fully the type, or types, of people whom you are going to approach, and any surrounding conditions of occupation or environment which may affect your appeal—for without such understanding, how can you approach them intelligently?

For example: as a class, are they rich, average income, city people, farm

people, business executives, or what?

Are they women, men, children, college students, baseball fans, camera fans, golfers, stamp collectors—or how can you classify them?

Are they cultured, educated, uneducated, rough diamonds, smart set, bobsoxers, social climbers, or of any other discernable characteristic?

What are their occupations? Are they plumbers, school teachers, electricians, accountants, engineers?

If they are engineers—then what kind—civil, marine, hydraulic, chemical, mechanical, efficiency?

How and when people receive their weekly wage is not always of importance; yet in some industrial districts it is excellent strategy to time your direct advertising to key in with pay day.

In your consideration of "to whom it will be sent," you can see how you must consider your proposed prospects from all possible angles, to help you visualize their type and thus to ferret out any particular circumstances regarding that type which will be of aid to you in persuading them to do what you want them to do.

These are only a few suggestions. You will, in every case in hand, have to search your own mind to develop any important differential which will probably affect your approach.

It is fairly obvious, is it not, that you would alter your appeal in some degree for certain classes of people, as compared with certain other classes? Until you have a clear picture of the general type and condition of your

readers you cannot intelligently begin to work out your problem of what to say, and what motives to invoke.

*Second*, it is important to have in mind a definite idea of who and where your prospective readers are, so that you can formulate a plan for securing their correct names and addresses on your mailing or distribution lists.

The whole technique of direct advertising hinges on the assumption that it can be sent direct to each one of a number of likely prospects. The best direct advertising campaign ever prepared to sell printing presses, for example, would flop if there were no ways to secure the names and addresses of printers and publishing houses.

In those cases where names and addresses are not to be used, as where salesmen are to present the material during an interview, you still cannot afford to disregard consideration of how and where the pieces are to be delivered. You must at least construct in your mind the conditions surrounding distribution, to have a reasonable understanding of how this may affect your preparation of the material.

It would be poor policy to prepare to use direct advertising to sell printing presses if no lists of likely users could be secured. Oil burners, pianos and similar products which are not renewed every few years are in another class. Your aim in these instances would be to determine ways and means of securing names of people not yet owners of these products. With automobiles, however, as with printing presses, a non-owner list is not

important; because owners of cars two and three years old, of similar price class as your product, are probable prospects due to the custom of frequent trade-ins.

More extended discussion of sources from which to build lists is given in a following section. For the present purpose, it is enough to emphasize that—until you are sure that a list of probable prospects *can* be secured or a number of probable prospects can be otherwise contacted personally—it is futile to prepare a direct advertising

plan. No direct advertising should be planned and produced unless the people to whom it will go, and the manner in which it will be delivered, have been clearly visualized and provided for.

Now, departing from the analogy of tools and leverage, a *fourth lesson*, as outlined in this section, may be epitomized. The fourth lesson to learn is, that before preparation begins you must know to what types of people you are going to talk—and you must know exactly how contact with them is going to be made.

will be reached. But you'll want to know if there is any seasonal buying period:

Winter, summer, spring, fall?  
Income tax time? Monthly? Pay day? Every day?

In addition, you'll consider the geographical considerations. Are your prospects located:

North, south, east, midwest, west coast?  
Mountain areas? Plains sections?  
Near open water or rivers?  
Suburban or downtown  
Better city residential sections?  
"Over the railroad tracks?"

(Parenthetically — because this all may seem too far-fetched — consider that odd classification "over the railroad tracks." An electric company has drawn [and may again draw] excellent paying business from this so-called depressed area, by intelligent approach to the need of those living there, and the means of letting them buy on time. Knowing, as the company did, every home that was not wired for electric lighting, they made an offer to wire homes in that area at a flat price per outlet payable in small installments on the monthly bill, and sent mailing to every home not wired. The attraction of electric lighting on such favorable terms pulled in enough business to make the total sales pay for the wholesale wiring job in this concentrated area. And, thereafter, the sale of kilowatt hours for lighting returned a desirable profit. Resulting sales of appliances was an additional profit to the Company. It is such use of direct advertising—even in "over the railroad tracks" areas—which demonstrates that direct advertising can be made effective if intelligently planned and executed. But every possible consideration which will have any influence—pro or con—on mak-

## Section IV

### Facts And Circumstances To Consider

When we know "where we're going"—why, and to whom—there remain the questions of when and how. *When* will be discussed in another section. This discussion is on *how*.

Assuming that due consideration has been given to the points outlined and discussed in the preceding sections, and that the Basic Idea of a campaign (or of a single piece of direct advertising) has been determined, one should be ready to get down to cases. It is about time to begin preparations in earnest.

How shall we begin?

Before either copy or layout can be conceived you must learn all the facts you can about your problem. Naturally you'll start by learning everything you can about the product itself:

What is it used for?  
What is it made of?  
How does it work?  
How many styles are there?  
What colors?  
How long will it last?  
Any cost to operate?  
How is it packed?

The list could be elaborated to infinity. You will choose for yourself the questions you ask, and you will continue to ask pertinent (even impertinent) questions, according to your own ingenuity. But keep in mind that the more you really learn about the product and its characteristics—especially from the buyer's point of view—the usefulness, profit, pleasure, pride, or what have you that it gives him—

the better you will be prepared to do your part in helping to advance the sale.

Next, you'll want to know how it is sold:

Direct to consumer?  
In retail stores?  
By door to door salesmen?  
In 5 and 10 cent stores?  
In drug stores, grocery stores, department stores, specialty shops?  
For cash or time payments?  
By branch agencies?  
By traveling salesmen?

—and every other detail concerning the actual point of sale that you can possibly think to ask.

You already have fixed in your mind the type of buyers, and how they

### Harrie A. Bell . . .

Footnote: Harrie A. Bell is in charge of advertising service for customers with Allen, Lane & Scott, Philadelphia printers. His work includes not only planning of direct advertising, creation of sales ideas and copywriting, but also design and typography. Mr. Bell has spent his whole life in the advertising and printing business, starting out with the Wilmington, Delaware, *Sunday Star* immediately after his graduation from the University of Virginia. Later he was made manager of the Publicity Printing Division of The Curtis Publishing Co., Philadelphia. Before joining Allen, Lane & Scott he was for ten years president of The Holmes Press, Philadelphia. For seventeen years Mr. Bell has taught the "Direct Advertising" classes at the Price School of the Poor Richard Club, well-known Philadelphia advertising club.



ing success likely, must be weighed and considered.)

Continuing the things you'll want to know, we mention particularly competitive goods:

How do our goods rate?  
What are good points of others?  
What are their weak points?  
Have we any exclusive sales  
points?  
Have we or they a price ad-  
vantage?

You may find it important in certain cases to inquire into such things as trade customs, and any other situation or condition likely to affect the possible reaction of your prospects. For example, is your firm:

Well known? New?  
Had some unpleasant publicity?  
Large employers of local labor

Large employers or local labor. The listings of things you'll want to know could go on and on. Your own keenness for analysis—your own imagination — must guide you. Examples cited above are by no means complete. They are noted rather to point the general direction in which you must go in searching for full understanding of what your problem involves. Having set out to turn a prospect's mind toward buying your product, you must have before you every possible scrap of information which will help you to do a sound selling job.

*The fifth lesson to learn is, that you must acquire as complete a knowledge as possible of your product, and all the circumstances which may become likely influences for or against its acceptance.*

## NEXT MONTH:

### Section V:

### *"Why Will People Be Interested?"*

## A NEAT THANK-YOU

Every year the men in the sales organization of the Saturday Night Press (71 Richmond St. West, Toronto, Ontario, Canada) get together and chip in for a uniform Christmas gift to the girls who work with them so well through the year.

General Manager Syd Skelton thought we would be interested in the unique thank-you note which came to each individual from the girls. Here is the copy:

"Some of us say it from the tips of our newly gloved fingers; the rest of us say it from the tips of our Christmas nyloned toes."

We all say it most sincerely—thank you, Men of SNP, for your Christmas gifts to us.

To let you know just how much we mean it, we'd like you to have a little gift from us. This is "Handsel Monday," the first Monday in the new year, on which occasion friends give "Handsel Money." The bright new coin in the little bag is your "Handsel Money." It is yours to keep all through 1953 and, as long as you keep it, you'll always have money. Needless to say, it's an old Irish custom.

"Now that a prosperous 1953 is assured

you, may the New Year be a happy one as well.

## THE GALS OF SNP

Attached to each note was a transparent woven bag. Showing through the threads was the new Queen Elizabeth penny. Syd Skelton, Fred Kirby and others in the sales organization are beginning to suspect that there is some unmined writing talent on the secretarial staff. We agree.



Gordon Gent, Sales Promotion Manager of Bewley's, Inc., 771 Bedford Ave., Brooklyn 5, N.Y., is always thinking up something new for his promotion campaigns on Dari-Rich (flavoring). This time he got an idea from *The Reporter* and used the four Pencilprint memos shown here. Originals were on 4-3/4" x 6-1/4" sheets. No. 1 was mailed December 16, No. 2 December 26, No. 3 on January 2 (1953) and No. 4 on January 5. The last was followed 24 hours later by a general mailing explaining the entire sales program.

The pencil-like memos were prepared by Ed Weinberg of Century Letter Company, Inc., 48 East 21st St., New York 10, N.Y., who tells us that he has a few extra copies he can send to Reporter readers who ask for them.

Seems to us... this idea of teaser memos could be adapted in many fields. For instance, Alumni Secretaries might try it for collecting renewals. Magazines... in selling space. Manufacturers in announcing a new product to salesmen and dealers. Et cetera unlimited.

## A Creed For Selling

**F-9** is a new mailing list of rated businesses. How different from other rated lists?

**F-9** contains the names of the owner, president or manager. For further details write to

*Eli Kogos*

### INDUSTRIAL LIST BUREAU, INC.

48 ASTOR PLACE, NEW YORK 3, NEW YORK

Price: \$2.00 per copy

### GET THE FACTS! PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN



Now — "brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods.

#### 24 HOUR SERVICE

108 pages—Lavishly illustrated in black and white, and color

**HORAN ENGRAVING COMPANY, INC.**  
44 WEST 28th STREET, NEW YORK 1, N. Y.

Tel. MU 9-8585 • Branch Office: Market 2-4171

And don't forget Horan's "around the clock" service whether your problem is black and white, black or color process.

Please send me (prepaid) ..... copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$..... is enclosed.

NAME.....

STREET.....

CITY..... STATE.....

### The MULTIPRESS

UP TO 50,000 IMPRESSIONS DAILY  
A Combination 3 in One

### ENVELOPE, SMALL JOB and IMPRINTING PRESS

6500 per hour with quality and register. Flat bed and cylinder construction. Continuous feed and extension delivery.

#### ENVELOPE PRINTING

Coin, pay, drug, commercial, etc.

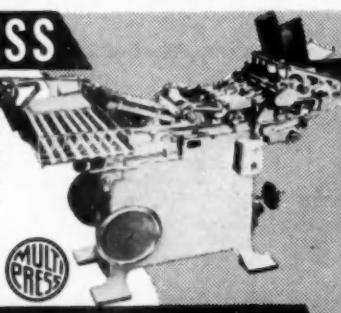
#### IMPRINTING

Advertising literature, labels, catalogs, cartons, etc.

#### JOB PRINTING

From No. 27 business card to letter-head size.

Particulars sent on request



**B. VERNER & CO., INC.**  
52 DUANE STREET • NEW YORK 7, N. Y.

**Reporter's Note:** Here are some highlights from a talk which Leon Epstein has made before a number of sales groups. His title: "Where Do You Go From No?" (Same title as his book.) Although Leon's talk is directly concerned with personal selling, it seems to us that his theories apply equally well to mail selling. In mail selling, the prospect cannot talk back. He says either yes or no. The problem is to write so that the "no" answers can be kept to a minimum.

#### 1.—What Is This Thing Called "No"

Is it a door, as is commonly imagined? If it is, then is it a door which has been slammed in your face, in anger and in a mood of finality? Or, would you say it is a door that wasn't opened, whatever the reason?

Another picture of "NO", preferred by many, is that of an area of darkness which is dissipated and eliminated to the extent that light is admitted. Darkness conceals; light reveals. Darkness engenders fear; light encourages confidence. Let there be more "light" in Selling . . . more "k-n-o-w" . . . and there will be more understanding, followed by more sales.

Without a doubt, sales are mainly lost for want of information. The prospect says "NO" because he hasn't been given a reason to say "YES".

Unfortunately, there is a shameful lack of preparation in sales organizations. Too often, men are hired off the street one day, then given a line the next day and sent out in the field to handle out a "line" to prospects. No wonder, there is so much "NO" at the point of sale.

If Selling is ever to be elevated to the point where it deserves recognition as a profession, it had better start acting like the established professions, beginning with insistence upon preparation-for-the-job in the case of salesmen. This means, first and foremost, an understanding of the *basic principles* of Selling.

#### 2.—To Be Creative

No salesman or sales executive worthy of the name awaits for "NO" to be spoken before doing something about it. The imaginative and creative mind, whether it be engaged in Selling, Architecture, Bridge-Building, or

in any other constructive field of service, is capable of *seeing ahead* and *planning ahead*.

The creative mind in Selling can stage the scene long in advance of the actual sales-call and write the script for both prospect and salesman, in an essential way.

In the months ahead, many changes will have to be made, and Creative Selling will be in greater demand than perhaps ever before. The roads to sales will be blocked by "NO" in all its numerous forms; and salesmen will have to exercise *creativity* to earn their way.

Creative Selling, as previously indicated, *anticipates*; it does not wait for the obvious to happen before attending to it. Creative Selling also *generates*; it has within itself the power to move on from "NO" to "YES"—it doesn't need to be pushed or led by the hand. Creative Selling *cultivates*; it doesn't expect results without effort—it accepts growth as a law of life and vigilant care a prime essential to insure growth. Creative Selling *cooperates*; it welcomes a helping hand and gladly extends its own. It does not "go it alone" nor claim all of the credit in achievement.

### 3.—The Right Attitude

We must see the passing of attitudes that do not belong in 1953 and the years following. In the tough selling days ahead, it will be "no go" for the status-quo. Products are in the process of re-design. Plans are in the process of revision. And, salesmen, of their own volition, should take a critical look at themselves with the idea of possible change; they should be ready to correct the faults and failings in themselves which are likely to contribute to the loss of orders.

### THE DIRECT MAIL LIBRARY

*Quick Reviews of New Books of Interest*

MAKE YOUR BUSINESS LETTERS MAKE FRIENDS By James F. Bender:

After two previous successes with his "How To Talk Well," and "The Technique of Executive Leadership" . . . James Bender has hit four stars with another top-notcher "Make Your Business Letters Make Friends." Mr. Bender is well remembered in direct mail circles for his wonderful

talk at the final meeting of the New York DMAA convention. His long experience as a business consultant has taught him how to present an idea with basic simplicity and clarity . . . without letting any of the essentials go by the wayside. In his new book, he has transplanted that knowledge to the reader and creator of business letters. "Make Your Business Letters Make Friends" shows you how to take typical cliched business correspondence and renovate it into a personal envoy that will reflect your personality and

the personality of your firm. The result of Mr. Bender's twelve-chapter effort is that the reader can't help but come away from the book without improved impact and clarity in his future business letters. Eighteen business letter quizzes are also included, making a compact course for the business letter writer. (McGraw-Hill Company, 250 pages, \$3.50)

HOW TO MAKE MONEY IN ADVERTISING by John Shrager: Here's a book that offers no magic

switch from this



to this



Anyone can produce beautiful plastic bound books in these 2 easy steps:

Punch sheets and covers of any size or weight, quickly, accurately

Bind up to 250 books an hour with colorful GBC bindings— $\frac{1}{8}$ " to  $1\frac{1}{8}$ " diameter.

## NOW . . . YOU CAN DO PLASTIC BINDING

### THIS STRIKING PLASTIC BOUND PORTFOLIO-PRESENTATION FREE

Get your personalized edition today . . . packed with illustrated ideas for using beautiful plastic binding on advertising presentations, sales manuals and other promotional literature. This unique plastic bound portfolio gives the complete application and cost advantages of the GBC Binding System proven in thousands of progressive organizations in every field of endeavor. A wealth of timely and important information absolutely FREE.



GENERAL BINDING CORP., Dept. RD-2  
812 W. Belmont Ave., Chicago 14, Ill.

### RIGHT IN YOUR OWN OFFICE

Bind all sizes of loose pages—any printed or duplicated material with compact GBC plastic binding equipment . . . in a matter of seconds. You'll add prestige, color, utility, attention-compelling appearance and increase the effectiveness and life of your literature. Pages lie perfectly flat . . . may be inserted or removed any place in book. Save money, too. Anyone can operate.

GET THIS FREE PORTFOLIO-PRESENTATION TODAY!

#### GENERAL BINDING CORPORATION

Dept. RD 2, 812 W. Belmont Ave., Chicago 14, Ill.

Please send me at once my free plastic bound PORTFOLIO-PRESENTATION that includes prices and applications. I understand that there is absolutely no obligation.

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



Here are two recent exhibits you'll be interested in. They both appeared at the National Retail Dry Goods Association Show at the Hotel Statler, New York, during the week of Jan. 12.

LEFT: Our old friends Curtis 1000 Inc., Capitol Avenue & Fowler Street, Hartford 6, Connecticut, had a booth for the first time. Assistant Ad Manager Ed Donaldson reported a lot of activity for Curtis at the show. Especially for their Artographic envelopes which were featured in the display.

RIGHT: Here's a picture of "Line-O-Scribe" . . . a new point-of-sale sign press that was displayed at the NRDGA show by its manufacturer — The Morgan Company, 3984 Avondale Avenue, Chicago 41, Illinois. "Line-O-Scribe" is very much like a simple proof press. It uses live display type. We were struck with its possibilities as a source of display heads for photo-offset produced direct mail. It's even possible to print on direct image plates for runs of 1000. You should investigate.

Also at the NRDGA convention was a classy display of super-glamorous mail order catalogs (too numerous to reproduce here) . . . produced by Lester Harrison, Inc., 341 Madison Avenue, New York 17, New York. The Harrison organization specializes in mail order catalogs for retail department stores. Their spread of twenty-four Christmas catalogs produced for some of the largest names in retailing (Gimbels, Filene's etc.) showcased one of the finest displays of mail order art and production we've ever seen. The NRDGA show in itself was done in first-rate style. It's a live-wire organization.

formula for its title . . . but it does present some worthwhile and constructive advertising know how beneficial to both the tyro and experienced ad man. John Shrager is Treasurer and Copy Chief of John Shrager, Inc. — his advertising agency in New York. In his book, Mr. Shrager pulls the curtain aside and gives the reader a close look at how his agency operates and produces their mail order advertising. The book is not, as Mr. Shrager himself states, "for Mink Coat advertisers" — those who advertise for the sake of luxury. Rather, it follows the path of the successful salesman. Forty five different sections loaded with illustrations covering everything from a basement workshop to the formation of an agency, give a vivid picture of the mail order advertising field . . . a field in which Mr. Shrager has lived for many years. (The Mail Order Advertising Association, 118 pages).

\* \* \*

DISTRIBUTION COSTS (second edition) by J. Brooks Heckert and Robert B. Miner:

Two of Ohio State University's foremost business professors have teamed up to write this fine work on the reduction and control of selling costs. Mr. Heckert is a professor of Accounting at Ohio State and president of

# HOW to BEAT the recent postage increase!

Backed by 7 Years of SERVICE  
Out-of-town inquiries answered immediately



De Groot and associates, inc.

17 E. 48th St., New York 10, N. Y. — PL 5-1127

Plant: 87-29 78th St., Woodhaven, L. I. — MI 2-4900

These are our COMPLETE charges! There are NO hidden extras! We offer a complete, money-saving service on all your mailing requirements, but you are never obliged to give us any specified number of operations to enjoy these amazingly low prices.

An experienced corps of 200 enables us to handle jobs of ANY SIZE — and to meet your deadlines with reliable, speedy service. Take a tip from the many profit-wise users of direct mail who have slashed their costs with DE GROOT! Save this ad for future use . . . or, better still, phone or write TODAY!

the National Association of Cost Accountants, Mr. Miner is assistant professor of Business Organization at Ohio State. The two business experts have presented their text in two parts. Part I deals with the Analysis of Distribution Costs. Here, Mr. Heckert shows the breakdown of marginal approaches of distribution. Part II examines the methods of controlling costs . . . and also contains the authors' appraisal of significant marketing legislation and what it means to the cost element of business. The section of Methods of Sale will be more than interesting to the direct mail reader. It shows concisely how the scope of direct mail and other sales methods can be broadened. This book isn't for the beginner . . . it's beamed to accountants, marketing specialists, and distribution cost executives. (The Ronald Press Company, 386 pages, \$6.50).

\* \* \*

**RETAILING — PRINCIPLES AND PRACTICES** by Paul L. Brown, Ph.D. and William R. Davidson, Ph.D.:

"Retailing" is another Ronald Press book that is written by two more Ohio State authorities. Paul Brown is an associate professor of Business . . . Davidson, an assistant professor of Business.

Sales Promotion and Customer Service sections explain the functions mail order and direct mail have in the retail business picture.

Much of their material is the result of numerous conferences and conventions where the two authors obtained a wealth of information from thousands of smaller merchants. (The Ronald Press Company, 726 pages, \$6.00).

#### MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottos" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2125 E. 9th St., Cleveland 15, Ohio

#### "ADAGE MAILERS" PAY!



Now! Effective! Low Cost!

FREE samples and prices ADAGE CO., HOWELL, MICH.

complete Direct Mail service

**PONTON**  
"The House of Direct Mail"  
mechanized and streamlined for fast, accurate and efficient service, — at lower costs to you . . .

**W. S. PONTON, INC.**

50 East 42 St., New York 17, N.Y. MU 7-5311

## CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write *The Reporter*, 53½ Hilton Ave., Garden City, N.Y.

### ADDRESSING

#### OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers  
Banks - churches - institutions  
We charge only for addressing  
**SPEED - ADDRESS KRAUS CO.**  
48-01 42nd Street  
Long Island City 4, N.Y.

### ADVERTISING AGENCIES

#### SELL YOUR PRODUCT WITH pulling mail order, agent ads

We show you how.

**Martin Advertising Agency**  
15P East 40th Street, N.Y. 16, N.Y.

#### DO YOU MAIL TO SHORT LISTS?

You can afford better styling, better copy even on small-scale direct mail efforts when you get big-league help from **Ad Scribe**, North Canton, Ohio. Write for work-by-mail Folio 83.

### EQUIPMENT WANTED

#### WANTED Inserting and Mailing Machine. Also need Monotype Composition Caster, Gile Letter Service, 723 3rd Ave. S., Minneapolis, Minn.

### FOR SALE

#### BEST OFFER: 4400 sheets black carbon paper (all or part); hand envelope sealer. Vernon Baker, Elyria, Ohio.

### MAILING MACHINES

Hand and Electric Addressographs. Graphotype Models 6340 and 6280. **BARGAINS ON ADDRESSOGRAPH TRAYS**. Elliott addressing machines, Models 800-1500 & 3000. 27-53 drawer cabinets. **SAVER & WALLINGFORD**, 147 West Broadway, New York 13, New York. WOrth 4-0520.

### MAIL ORDER OPPORTUNITIES

LARGE EXTRA PROFITS WITHOUT TROUBLE AND EXPENSE await you in the vast COD MARKET! If you want GREATLY INCREASED SALES with "Cash in Advance," write I. F. Van Wart, Milford, Penna. for confidential details.

- Better put me down for a personal subscription to **THE REPORTER**. I'm tired of waiting in line to see the routed copy.

NAME

POSITION

FIRM

STREET

CITY

ZONE

STATE

Here's \$6 for a year's subscription to **THE REPORTER**, Garden City, N.Y.

Expanding opportunity to acquire well established, 10 year-old fully tested, proven product with sound sales record in fast growing electric shaver market. Business built entirely by mail. Only product of its kind. Absolutely tops. Owner wishes to retire. Who doesn't! Will relinquish business on royalty or pay-out-of-profits plan to right mail-order-minded party willing to promote and expand vigorously. Want sample and literature? Write James Craig, Craig Products, 10 Pine Street, S. Norwalk, Connecticut.

### OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U.S. Free descriptive booklet. **A. A. ARCHBOLD**, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

### HELP WANTED

in San Francisco, California a man thoroughly experienced at handling all production problems of a Duplicating and Mailing business employing 30 or more persons. A working knowledge of Addressographs, Multigraphs, Mimeographs, Multiliths, Folding and Mailing machines is essential.

This is a well established, progressive Direct Mail Advertising Firm, in business since 1931 with a very modern plant, one of the largest on the Pacific Coast.

For the right person this is an exceptional opportunity.

The firm plans to increase its volume of business and wants a reliable, steady plant superintendent.

Write in detail about your background, experience and salary requirements to —

Harvey Miles & Co.  
190 Ninth Street  
San Francisco 3, California

### SITUATION WANTED

Circulation manager, now subscription fulfillment manager publications totaling one million - plus. Procedures, methods, record forms, form letters set up. Excellent correspondent. Full knowledge, direct mail, letter shop operations. Box 101, **The Reporter**, Garden City, New York.

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING

Archer Business Services..... 5054½ Archer Ave., Chicago 32, Ill.  
 Creative Mailing Service..... 450 No. Main St., Freeport, N.Y.  
 De Groot and Associates, Inc..... 17 East 48 St., New York 10, N.Y.  
 Fair Mail Service..... 417 Cleveland Ave., Plainfield, N.J.  
 Star Typing Service..... 415-21-162nd St., Flushing, N.Y.

## ADDRESSING MACHINES

Saver & Wallingford..... 147 West Broadway, New York 13, N.Y.

## ADDRESSING — TRADE

Shapins Typing Service..... 68-11 Roosevelt Ave., Woodside, N.Y.  
 M. Victor..... 130 Flatbush Ave., Brooklyn 17, N.Y.

## ADVERTISING AGENCIES

James Henderson..... 1126 Woodward Ave., Detroit 2, Michigan  
 Institute of Sales Promotion..... 131 Lafayette Street, New York 13, N.Y.  
 Martin Advertising Agency..... 15PA East 40th St., New York 16, N.Y.  
 Roskam Advertising (Mail Order)..... 8 W. 10th St., Kansas City 5, Missouri  
 Harry Volk, Jr..... Central Building, Atlantic City, N.J.

## ADVERTISING ART

P. O. Box 812, Greenville, S.C. .... 614 N. Carpenter St., Chicago 22, Ill.  
 Raymond Lufkin..... 116 West Clinton Ave., Tenafly, N.J.  
 Roskam Advertising (Mail Order)..... 6 W. 10th St., Kansas City 5, Missouri  
 Trapkus Art Studio..... 349 Tenth St., Moline, Illinois

## AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co..... 614 N. Carpenter St., Chicago 22, Ill.  
 Roberly Corp..... 125 Allen St., Hendersonville, N.J.

## AUTOMATIC TYPEWRITING

Ambassador Letter Service Co..... 100 Stone St., New York 4, N.Y.  
 Arrow Letters Corp..... 307 West 38th St., New York 18, N.Y.  
 M. E. Gilman..... 140 East 45th St., New York 17, N.Y.

## BINDING

Stoves Mechanical Binding Co., Inc..... 601 West 26th St., N.Y. 1, N.Y.

## BOOKS

The Art & Technique of Photo Engraving, Moran Engraving Co., N.Y. 1, N.Y.  
 Art for Reproduction..... Retro Art Press, 80th Ave., New York 11, N.Y.

## BUSINESS CARD SERVICE

Bell-Thomas Printing Co..... 223 Irving Avenue, Brooklyn 37, N.Y.  
 R. O. H. Hill, Inc..... 270 R. Lafayette Street, New York 12, N.Y.

## CARTOON ADVERTISING

Ray Thompson Cartoon Studio..... Box 134, Wyncote, Pa.

## CATALOG PLANNING

50 Park Avenue, New York 16, N.Y.

## COPYWRITERS (Free Lance)

64 E. Jackson Blvd., Chicago, 4, Ill. .... 32 West Jefferson, Phoenix, Arizona  
 First National Bank Bldg., Howell, Michigan  
 Roskam Advertising (Mail Order)..... 8 W. 10th St., Kansas City 5, Missouri  
 Flavel H. Shurtliff..... 1120 Wilson Ave., Peoria 4, Illinois  
 Dick Sutherland—Business Ideas..... 801-37A Windsor St., Marion, Ohio  
 John Yergain..... 442 East 20th St., New York 9, N.Y.

## DIRECT MAIL AGENCIES

Ahrend Associates, Inc..... 254 West 54th St., New York 19, N.Y.  
 Homer J. Buckley..... 57 East Jackson Blvd., Chicago 4, Ill. .... 9 W. 45th St., New York 17, N.Y.  
 Chase and Richardson, Inc..... 175 Luckie Street, N.W., Atlanta 3, Georgia  
 Duffy & Associates, Inc..... 918 North 4th Street, Milwaukee 2, Wisconsin  
 Frederick E. Gymer..... 2123 East 9th St., Cleveland 15, Ohio  
 Institute of Sales Promotion..... 131 Lafayette Street, New York 13, N.Y. .... 39 Water Street, New York 4, N.Y.  
 Mailograph Co., Inc..... Proper Press, Inc..... 129 Lafayette Street, New York 13, N.Y. .... 150 West 22nd St., New York 11, N.Y.  
 Reply-O Product Company..... 11 Beacon St., Boston 8, Mass. .... 134 Summer St., Boston 10, Mass.  
 John A. Smith & Staff..... 220 Fifth Ave., New York 1, N.Y. .... 200 Fifth Ave., New York 1, N.Y.  
 Carl G. Vienot, Inc.....  
 Phillip J. Wallach Company.....

## DIRECT MAIL EQUIPMENT — DEALERS

The Adams Company..... 250 Third Avenue, New York 10, N.Y.  
 Addressing Machine Equipment Co..... 326 Broadway, New York 7, N.Y.  
 Mailers' Equipment Co..... 40 West 15th St., New York 11, N.Y.

## DIRECT MAIL EQUIPMENT — MANUFACTURERS

All Purpose Metal Equipment Co..... 255 Mill Street, Rochester 14, N.Y.  
 B. H. Bunn Company..... 7605 Vincennes Ave., Chicago 20, Illinois  
 Davidson Corporation..... 1020 W. Adams St., Chicago 7, Illinois  
 General Binding Co..... 808 West Belmont Avenue, Chicago 14, Illinois  
 National Binder Tyre Co..... 615 Blissfield, Michigan  
 Seal-O-Matic Mfg. Co..... 401 Chestnut St., South Hackensack, N.J.  
 Thomas Mechanical Collator Corp..... 30 Church St., New York 7, N.Y.

## ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co..... 149 Broadway, New York 6, N.Y.  
 Creative Mailing Service..... 440 N. North Main St., Freeport, N.Y.  
 Spotts Mailing Corp..... 2388 University Avenue, St. Paul, Minnesota

## ENVELOPES

American Envelope Mfg. Corp..... 26 Howard St., New York 13, N.Y. .... East Liverpool, Ohio  
 The American Paper Products Co..... 1700 Northgate Drive, P.O. Box 1267, Atlanta 1, Georgia  
 Boston Envelope Co..... 397 High St., Dedham, Mass.  
 Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.  
 Samuel Cupples Envelope Co., Inc..... 360 Furman St., Brooklyn 2, N.Y.  
 Cupples-Hesse Corp..... 4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
 Direct Mail Envelope Co..... 15 West 20th St., New York 11, N.Y.  
 Double Envelope Corporation..... P. O. Box 658, Roanoke 4, Virginia  
 Garden City Envelope Co..... 3001 North Rockwell St., Chicago 18, Ill.  
 General Envelope Company..... 23 South St., Box 654, Brooklyn 32, N.Y. .... 35-33rd St., Brooklyn 39, Ill.  
 The Gray Envelope Mfg. Co., Inc..... 4500 Cortland St., Chicago 39, Ill.  
 McMill Paper Products, Inc..... 501 Park Ave., Minneapolis 15, Minn.  
 Rochester Envelope Company..... 72 Clarissa Street, Rochester 14, N.Y.  
 Sheppard Envelope Company..... 1 Envelope Terrace, Worcester 4, Mass.  
 The Standard Envelope Mfg. Co..... 1600 East 30th St., Cleveland 14, Ohio  
 Tension Envelope Corporation..... 522 Fifth Avenue, New York 36, N.Y.

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.  
 Tension Envelope Corporation..... 5001 Southwest Ave., St. Louis 10, Mo.  
 Tension Envelope Corporation..... 123-129 N. Second, Minneapolis 1, Minn.  
 Tension Envelope Corporation..... 1912 Grand Ave., Des Moines 14, Iowa  
 Transo Envelope Co..... 3542 N. Kimball Avenue, Chicago 18, Illinois  
 Transo Envelope Co..... 22 Monitor St., Jersey City, New Jersey  
 United States Envelope Company..... 19th & Campbell Sts., Springfield 2, Mass.  
 The Wolf Envelope Company..... 1749-81 E. 22nd St., Cleveland 1, Ohio

## ENVELOPE SPECIALTIES

Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago, Sub.  
 Curtis 1000, Inc..... 1 Capitol Avenue and Flower St., Hartford, Conn.  
 Direct Mail Envelope Co., Inc..... 15 West 20th St., New York 11, N.Y.  
 Garden City Envelope Co. .... 3001 North Rockwell St., Chicago 18, Ill.  
 Hodes-Daniel Co., Inc..... 352 Fourth Avenue, New York 10, N.Y.  
 Tension Envelope Corporation..... 19th & Campbell Sts., Kansas City 8, Mo.

## HOUSE ORGANS

P. O. Box 812, Greenville, S.C. .... 3030 Euclid Avenue, Cleveland 15, Ohio

## IMPRINTERS — SALES LITERATURE

L. P. MacAdams, Inc..... 301 John St., Bridgeport, Conn.

## LABEL PASTERS

Patdevin Machine Company..... 200 North St., Teterboro, N.J.

## LABELS

Penny Label Company..... 9 Murray St., New York 7, N.Y.  
 Hewig Company..... 45 West 45th St., New York 19, N.Y.  
 A. Mitchell..... 111 West Jackson Blvd., Chicago 4, Illinois  
 A. August Tiger..... 545 Fifth Ave., New York 17, N.Y.

## LETTERHEADS

Bell-Thomas Printing Co..... 223 Irving Avenue, Brooklyn 37, N.Y.  
 R. O. H. Hill, Inc..... 270 R. Lafayette Street, New York 12, N.Y.  
 Peerless Lithographing Co. .... 4305 Diversify Ave., Chicago 39, Illinois

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company..... Scranton, Pennsylvania

## MAIL ADVERTISING SERVICES (Lettershape)

Benart Mail Sales Service, Inc. .... 228 East 45th St., New York 17, N.Y.  
 Century Letter Co., Inc. .... 48 East 21st St., New York 10, N.Y.  
 A. W. Dicks & Co. .... 386 Victoria St., Toronto 2, Ont., Can.  
 Fair Mail Service..... 417 Cleveland Ave., Plainfield, N.J.  
 The Lemarge Company..... 2332 Logan Boulevard, Chicago 47, Illinois  
 The Letter Shop..... 214 Mission St., San Francisco 5, Cal.  
 Long Island Letter Service..... 95 Mineola Blvd., Mineola, N.Y.  
 Mailograph Co., Inc. .... 39 Water St., New York 4, N.Y.  
 Mailograph Co., Inc. .... 200 Adelaide St., W., Toronto 1, Ont., Can.  
 Premier Printing & Letter Service..... 620 Texas Ave., Houston 2, Texas  
 The Premier Company..... 216 West Jackson Blvd., Chicago 6, Ill.  
 Spotts Mailing Corp. .... 2388 University Avenue, St. Paul, Minnesota  
 Union County Business Bureau..... 7 Elm Street, Westfield, New Jersey  
 Woodington Mail Adv. Service..... 1304 Arch St., Philadelphia 7, Pa.

## MAILING LISTS—Brokers

\* Archer Mailing List Service..... 140 West 55th St., New York 19, N.Y.  
 \* George R. Bryant Co. of N.Y., Inc. .... 59 Madison Ave., New York 22, N.Y.  
 \* George R. Bryant Co. .... 75 East Wacker Drive, Chicago 1, Ill.  
 \* Walter Drey, Inc. .... 333 N. Michigan Avenue, Chicago 1, Illinois  
 \* Walter Drey, Inc. .... 157 Federal Street, Boston, Massachusetts  
 \* Walter Drey, Inc. .... 257 Fourth Ave., New York 10, N.Y.  
 \* Guild Company..... 160 Engle Street, Englewood, New Jersey  
 \* Lewis Kleid Company..... 25 West 45th St., New York 19, N.Y.  
 \* Willis Maddern, Inc. .... 215 Fourth Ave., New York 3, N.Y.  
 \* Mosely Mail Order List Service..... 38 Newbury St., Boston 16, Mass.  
 \* Name Unlimited, Inc. .... 352 Fourth Ave., New York 10, N.Y.  
 \* D. L. National..... 928 Broadway, New York 10, N.Y.  
 Roskam Advertising (Mail Order)..... 6 W. 10th St., Kansas City 5, Missouri  
 \* James E. True Associates..... 419 4th Ave., New York 11, N.Y.  
 \* Members—National Council of Mailing List Brokers

## MAILING LISTS—Compilers & Owners

Associated Advertising Service. 1913½ Sixteenth St., Port Huron, Michigan  
 Berliner Mailing Lists, Inc. .... 848 Broadway, New York 3, New York  
 Bookbuyers List, Inc. .... 1000 Broadway, New York 13, N.Y.  
 Body-City Dispatch, Inc. .... 114-120 East 3rd St., New York 10, N.Y.  
 Catholic Laundry Bureau..... 45 West 45th St., New York 10, N.Y.  
 Creative Mailing Service..... 460 No. Main St., Freeport, New York  
 Walter Drey, Inc. .... 333 N. Michigan Avenue, Chicago 1, Illinois  
 Walter Drey, Inc. .... 157 Federal Street, Boston, Massachusetts  
 Walter Drey, Inc. .... 257 Fourth Avenue, New York 10, New York  
 Drumcliff Advertising Service..... Hillen Rd., Towson 4, Md.  
 Dunhill List Company, Inc. .... 565 Fifth Ave., New York 17, N.Y.  
 Industrial List Bureau..... 45 Astor Place, New York 3, N.Y.  
 Jewish Statistical Bureau..... 320 Broadway, New York 7, N.Y.  
 The Walter S. Kraus Co. .... 48-01 42nd St., Long Island City 4, N.Y.  
 O. E. McIntyre, Inc. .... 2 East 54th Street, New York 22, New York  
 Mail Adv. Service..... 6238 Wilshire Blvd., Los Angeles 48, Calif.  
 Mapleton Service Co. .... 339 Kings Highway, Brooklyn 28, New York  
 Munker Compilation & Research. 11814 Ventura Blvd., N. Hollywood, Calif.  
 Official Catholic Directory List..... 12 Barclay St., New York 8, N.Y.  
 W. S. Ponton, Inc. .... 50 East 42 Street, New York 17, N.Y.  
 R. L. Rashmir..... 3123 LaSuvida Drive, Hollywood 28, Calif.  
 The Reach-All Co. .... 3118 Quentin Road, Brooklyn 34, N.Y.

## MAIL ORDER CONSULTANT

Whitt Northmore Schultz..... 1115 Old Elm Lane, Glencoe, Illinois

## MATCHED STATIONERY

Tension Envelope Corporation. 19th & Campbell Sts., Kansas City 8, Mo.

## MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company..... 19 So. Wells St., Chicago 6, Ill.

#### PAPER MANUFACTURERS

The Beckett Paper Co., Fox River Corp.,	Hamilton, Ohio
W. C. Hamilton & Sons	Appleton, Wisconsin
Hammermill Paper Company	Milwaukee, Pennsylvania
International Paper Company	Erie, Pennsylvania
Kimberly-Clark Corp.	220 East 42nd St., New York 17, N.Y.
McLaurin-Jones Paper Co.	Brooklyn, Merchants
Mead Sales Co.	Philadelphia 6, Pennsylvania
Mohawk Paper Mills, Inc.	465 Saratoga Street, Cohoes, New York
Neenah Paper Co.	Neenah, Wisconsin
Nekoosa-Edwards Paper Co.	Port Edwards, Wisconsin
Rising Paper Co.	Housatonic, Mass.

#### PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.	2235 Utica Ave., Brooklyn 4, N.Y.
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#### PHOTO ENGRAVERS

Pioneer-Moss, Inc.	460 West 34th St., New York 1, N.Y.
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#### PHOTOGRAPHS

Eye-Catchers, Inc.	207 East 37th St., New York 16, N.Y.
Moss Photo Service, Inc.	350 W. 50th St., New York 19, N.Y.

#### PLATES AND STENCILS

Columbia Ribbon & Carbon Mfg. Co.	Herb Hill Road, Glen Cove, N.Y.
Remington Rand, Inc.	315 Fourth Ave., New York 10, N.Y.

#### POSTCARDS

Moss Photo Service, Inc.	350 West 50th St., New York 19, N.Y.
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#### PRINTING EQUIPMENT

Harris-Seybold Co.	4510 East 71 St., Cleveland 5, Ohio
B. Verner	52 Duane St., New York 7, N.Y.

## Personalities in the News

Our old friend and long a well-known and respected figure in direct mail circles, JACK TILLOTSON, has retired as president of Modern Handcraft, Inc. of North Kansas City, Mo. Jack and Mrs. Tillotson have turned the major portion of their stock over to employees. Jack Tillotson Jr. has assumed the presidency of the company, which is a tremendously large user of direct mail. Jack Sr. and his wife will remain as directors but will

tising Services, Inc., 306 N. Gay St., Baltimore 2, Md. was one of a panel of specialists at the 5th Annual Advertising Course, co-sponsored jointly by the Advertising Club and the Women's Advertising Club of Baltimore. The course was held at the Emerson Hotel, starting January 26, 1953 and continued for five consecutive evenings. Stuart, a long-time member of DMAA, of course upheld the direct mail field . . . W. E. SITES has been named General Manager of Western Empire Direct Advertising Company, 503 Market Street, San Francisco, Calif. He was with Berkeley Division of Colgate-Palmolive-Peet Company before switching to one of the West's largest Direct Mail agencies . . . J. M. (Tom) McELROY, Promotion Manager of "Catholic Digest" moved to larger quarters at 44 East 53rd Street, New York 22, New York. DICK JOEL is still at Emory University (outside of Atlanta) in spite of previous rumors that his department would be discontinued. Dick is hard at work planning the next Advertising Institute (March 20-21) conducted in cooperation with the Atlanta Advertising Club. This reporter will try to uphold the dignity and power of direct mail during the two day session . . . Our old Pittsburgh friend, TOM HARMON, passed away on December 5, 1952. He and his good wife had attended the DMAA Convention in Washington . . . for the first time in many years. Tom and Maude had been operating the Tilghman Sales Company of Tilghman, Maryland . . . mail order distributors of Old Salt Brand Fancy Foods. Maude wants to



Tillotson, Sr.



Tillotson, Jr.

use more time for enjoying life. Jack says he will probably show up at the DMAA Convention in Detroit "just for the hell of it." Good luck and best wishes to all concerned. For complete details, ask Jack to send you a tear sheet of the feature article in the Kansas City Star for Sunday, January 4. . . PIERRE-GEORGES BASTIDE, famous French direct mail man, will leave Paris sometime this late spring to visit the United States. Hasn't been here for nearly 20 years (attended 1933 Convention). He'll head the French Advertising Mission. Hopes to attend the Cleveland AFA Convention and meet with DMAA and MASA leaders . . . D. STUART WEBB, president of D. Stuart Webb Adver-

#### PRINTING—LETTERPRESS

The Davenport Press, Inc.	Main St., Mineola, N.Y.
The House of Dyal	30 Irving Place, New York 3, N.Y.
McCormick-Armstrong Co.	1501 East Douglas Ave., Wichita 1, Kansas

Richmond Press . . . 23 South St., Box 654, Boston 2, Mass.

#### PRINTING—OFFSET LITHOGRAPHY

Bachman Reproduction Service	250 West 33rd Street, New York 17, N.Y.
McCormick-Armstrong Co.	1501 East Douglas Ave., Wichita 1, Kansas
Richmond Press	23 South St., Box 654, Boston 2, Mass.

#### PRINTING—LETTERPRESS and OFFSET LITHOGRAPHY

Bell-Thomas Printing Co.	223 Irving Avenue, Brooklyn 37, N.Y.
Lutz & Sheinkman	421 Hudson Street, New York 14, N.Y.
Paradise Printers and Publishers	Paradise, Pennsylvania
Printcraft Press, Inc.	229 West 28th St., New York 1, N.Y.
Proper Press, Inc.	129 Lafayette Street, New York 13, N.Y.

#### SPEEDUMAT EMBOSsing

Moss & Associates	2 East 23rd Street, New York 10, N.Y.
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#### SYNDICATED HOUSE MAGAZINES

The William Feather Co.	812 Huron Rd., Cleveland 15, Ohio
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#### TRADE ASSOCIATIONS

Direct Mail Advertising Assn.	17 East 42nd St., New York 17, N.Y.
Mail Advertising Service Assn.	18652 Fairfield Ave., Detroit 21, Mich.

#### TYPEWRITERS

Ralph C. Coxhead Corp.	720 Frelinghuysen Ave., Newark, New Jersey
Remington Rand, Inc.	315 Fourth Ave., New York 10, N.Y.

#### TYPOGRAPHY — VARITYPING — IBM — PSM

Clear Cut Duplicating Co.	149 Broadway, New York 6, N.Y.
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#### VARIType EQUIPMENT

The Adamm Company	250 Third Ave., New York 10, N.Y.
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sell the company . . . so if anyone is interested, get in touch with her at address given here . . . CHARLES W. WHITE, director of Subscription Sales, has been appointed a vice-president of Macfadden Publications, Inc. He has been with the company 28 years. Charlie was one of the founders of the Magazine Publishers Association Central Registry Board, and was one of the original members of the New York Hundred Million Club. His promotion is a well-deserved recognition of consistently good work . . .

JACK BIRD became vice president of Dickie-Raymond, 80 Broad St., Boston 10, Mass., on January 12. He will



White



Bird

continue to be in charge of all creative services. A deserved step up the ladder . . . after 22 years with New England's big direct mail agency.

. . . LOUIS C. EDGAR, JR., former assistant to the president, is now Executive Vice President of American Type Founders, Elizabeth, New Jersey . . . The Virginia branch of IPI in Richmond is now headed by W. G. SULZER, JR. He replaces JOHN OSIAS who retired . . . L. JEANNE HANKINS and SCOTT H. VERNER have joined the John Falkner Arndt Company's copy staff at 160 North 15th Street, Philadelphia. HANKINS was formerly with the ad depts. of Gimbel's and Wanamakers. SCOTT worked for the "Daytona Beach (Florida) Journal".

## Short Notes CONTINUED

cedar scent. Opening line of sales letter draws attention to the fine cedar aroma when you "opened the envelope." Some of the Millen Company's other mailings to dealers, direct consumers, etc., are also tied-in with the sales point of Cedar-Wall's fragrant aroma. Good direct mail use of one of the product's natural selling points.



□ **VERY CLEVER . . .** is the two-color, thank-you card mailed to ordering customers by Trapkus Art Studio of Moline, Ill. Reproducing it here from original size (6 x 3 1/4 inches).



□ **AN OVERNIGHT SUCCESS STORY** was sent to us by Pat Goheen (Pat Goheen and Associates, 117 South Meridian Street, Indianapolis 25, Indiana). Pat tells of a man who came to him a year ago with an ambition to become a manufacturer's agent. He had a rough of a letter he wanted to send out. It outlined his experiences. He had compiled a list of 232 names of companies whose lines were familiar to him. Pat rewrote and produced the letter with a "manufacturer's agent" letterhead. Sixty days later, the man was well on his way in business with 162 replies . . . and more coming daily. The clincher, Pat says, happened a couple of months ago. A new concern contacted Pat Goheen and Associates on the manufacturer agent's recommendation. Pat learned that he's still going strong through the use of direct mail.



□ **A \$6,000 POST CARD!** Richard L. Lawrence, Account Executive for the Automatic Pencil Sharpening Company at Julian Besel Associates, 3361 Union Pacific Avenue, Los Angeles, California sent us this success story. Enclosed with a mailing for Apsco Pencil Sharpeners in conjunction with Nationally Advertised Brands Week . . . was a simple return post card. The mailing was sent to 8,000 chain and variety stores. To the amazement of all concerned (most of all to the client) one card came back from a national chain with an order for \$6,000! Seemed fantastic for a return

post card order . . . but quick confirmation proved the order 100% valid. The simplicity of a return card (especially this one) makes it a lot easier to order . . . whether the customer is a large chain or a small general store.



□ **PHOTO MURALS AND PICTURE DISPLAYS** highlight a dramatic sales-letter mailed by the RCS Studios, 123 North Wacker Drive, Chicago 6, Illinois. Pictures of photo murals and displays RCS has produced surround a letter from "The Out Of Towner's Dept." It's a self-mailer . . . 11" x 11." Next to the letter there's a space for reply. When folded back up for re-mailing, the back of the promotion reveals a photo reproduction of the Chicago skyline from the RCS photographic library. An unusual format with dramatic appeal.



□ **CLEVER USE OF FIVE FOLDS** make a good humorous mailing for Alan Berni Associates . . . package and industrial design consultants at 7 East 44th Street, New York 17, New York. A 6 1/2" x 16" piece folded five times shows a cartoon drawing of a puzzled character looking through binoculars. The copy asks "Looking For Next Year's Customers?" As you open each fold the character gets bigger and bigger . . . until he is full 16" with a happy smile. Short copy accompanying each opening fold announces that you can increase your products sales by making it "stand out" with the right package display.



Printed black on yellow . . . the piece practices what it preaches — it "stands out!"



□ **A NOVEL SUBSCRIPTION LETTER** has been created by Stanley K. Siwek, Circulation Manager of "Butane-Propane News," 198 South Alvarado Street, Los Angeles 4, California. The top of an 8 1/2" x 11" letter is an "Application For Employment." Name of the publication is filled in as the applicant . . . along with questions: Employer's name and address: "More than 12,000 LPG operators," Kind of work desired: "Save you time, effort, money," What other line of work does your experience include? "Every phase of LPG operations, engineering, sales, etc." All the answers are hand lettered . . . giving a simulated effect of an actual Job Application. Rest of the letter ties in with the Job Application idea.

□ **LAST MONTH** we had a short note about clipped newspaper pictures used by the San Carlos Hotel of New York. This month we have a fine sequel. Les Shively of the Office of Alumni Relations, University of Louisville, Louisville, Kentucky, sent us a folder used effectively for alumni relations. Whenever a Louisville alumni or friend appears in the papers . . . the article is clipped, attached to a clever 3 1/2" x 8 1/2" folder (opens to 8 1/2" x 11"), and mailed to him. The cover of the two-fold folder is nothing more than the reproduction of a maze of clips from headlines "Korea," "Lose \$1,289," "Hysteria," "Bomb," etc.



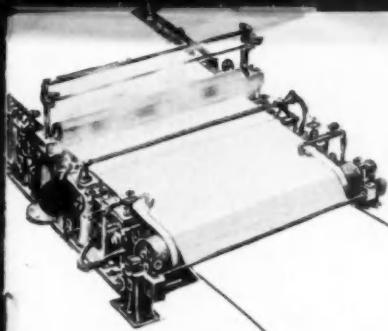
Over the montage of shocking news phrases appears: "We read so much about—." Open, and copy reads: "That it's a pleasure to read about you!" The article is attached below. Les says they've been using the folder for several years with good success. Another good treatment of an old idea.



□ **CONSISTENT MAILINGS, UNUSUAL COPY TREATMENT, AND PERSONAL LETTERS TO EDITORS** . . . are making a sure-fire combination for the Abbeon Supply Company, 179-15 Jamaica Avenue, Jamaica, New York. Sales manager Franklin C. Wertheim reports that their releases (which go to 300 to 500 editors) are getting excellent results. One, plugging Abbeon's metal busts of Stonewall Jackson told the interesting story of Jackson in a two page letter to the editor. Another of Abbeon's releases tells about their scissors which do everything from cutting button holes to providing pictures through a pinhole viewer. For unusual press releases, get on Abbeon's list.



□ **THE PHARMACEUTICAL ADVERTISING CLUB** of New York is holding its second annual Pharmaceutical Clinic in the Astor Gallery of the Waldorf Astoria Hotel on February 19th. Theme: "New Products—Their Promotion and Distribution." Six featured speakers are listed. Jack Casey of Smith, Kline and French, Philadelphia, is Chairman of the event. For information . . . call Secretary Robert Spencer at Schieffelin Company, 20 Cooper Square, New York, New York. His number is: Spring 7-1500.



## Do YOU personally influence the purchase of paper?

### Then you'll want to know this!

Do you specify your paper by brand-name . . . or merely settle for "100% Rag" because it implies prestige and permanence? But what about "look" and "feel"—they're indispensable. And does the paper lie flat? . . . is it easy to erase? These workaday qualities save you money over the year. . . . Check for *all* qualities and you too will specify *Rising* as thousands of others do.

Enough so . . . that *Rising* production has increased 33½% since 1948 . . . that's the equivalent of almost a billion letterheads!



Write for your copy of "Fine Paper At Its Best and How It Gets That Way." . . .

### YOUR QUALITY GUARANTEE



Take a good look  
at the specific  
qualities of . . .



100% RAG

### Rising PARCHMENT

Greater opacity than any other in its class . . . slight cockle finish, brilliant White . . . for prestige or lasting permanence.

100% RAG

### Rising No. 1 INDEX

Used by major insurance and financial institutions for permanent records . . . uniform thickness and finish, plus absolute flatness for perfect machine feeding.

AND REMEMBER... "Fine Paper At Its Best" costs no more . . . so why not have the best!

N.B.:  
TEST and COMPARE  
at our expense!

THIS COUPON ENTITLES YOU TO  
25 STANDARD SIZE SHEETS  
OF RISING PAPER

(for press run tests)

Present this coupon to your printer or paper merchant or mail directly to *Rising Paper Company*, Housatonic, Mass., with your letterhead. Offer limited to one set of samples to a customer — also you are requested to return a report on your test run.

### TRY THESE OTHER RISING PAPERS, TOO!

- Line Marque Writing
- 25% Rag Bond
- Opaque Rag Bond—25%
- Winsted Vellum
- Hillsdale Vellum
- Intralace Text
- Platinum Plate

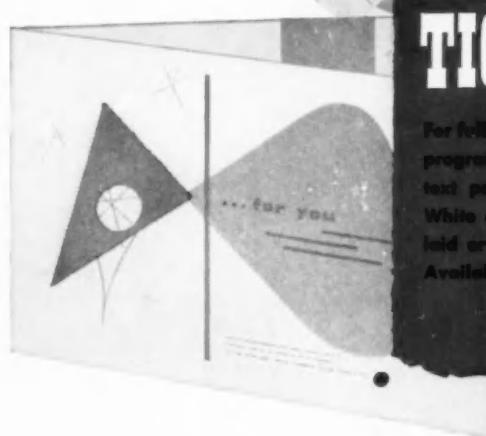


**right from the beginning!**



**paper is the base of the job**

The success of the finished job . . .  
art, copy, engraving, printing . . . all depend  
on the paper you choose!



**TICONDEROGA TEXT**

For full value print announcements, brochures, book jackets, programs, booklets and other literature on this outstanding text paper. Available from stock in Bright White, Cream White and seven attractive colors, deckle or plain edges, laid or wave finishes . . . envelopes to match.  
Available in 60 lb., 70 lb., and Cover Weight.



**International Paper** COMPANY  
PAPERS FOR PRINTING AND CONVERTING  
220 East 42nd Street, New York 17, N.Y.